# THE Dublishers' Weekly

The American Book Trade Journal

VOL. CXXVI

NOVEMBER 24, 1934

NO. 21

SELL IT!

SELL IT!

SELL IT!

## SKIN DEEP

The Truth About Beauty Aids
—Safe and Harmful

By M. C. PHILLIPS of CONSUMERS' RESEARCH The startling information in this new volume will make it a lasting best-seller like 100,000,000 GUINEA PIGS.

Publication date: November 27

SELL IT! SELL IT! SELL IT!

## 100,000,000 GUINEA PIGS

By ARTHUR KALLET and F. J. SCHLINK of CONSUMERS' RESEARCH SELL THEM TOGETHER! SELL THEM SEPARATELY!

They each "name names."

\$2 each

THE VANGUARD PRESS

NOVE



# any old hat won't do...

APING a type style seems to us about as effective a method of insuring book sales through advertising as wearing another's hat. We have a good old hat to give away to anyone who believes that all he has to do to make books sell is to imitate the typographic gestures of any of our clients. We don't guarantee that wearing the hat, or even sitting on it, will do much for sales ... but then again, faith in miracles has done stranger things ...

There is no magic to book advertising. There's nothing miraculous about selling a good book to those who want it. If there's any trick to it at all it's in making the potential reader know he wants it. Beyond that, there are just a few simple ideas which shape

which are not always visible when the ad appears.

We have no secrets. What we know about advertising and sell ing books is the fruit of over twenty years' experience in the book business. In our time we have edited, manufactured, pub licized and sold (both retail and wholesale) almost every variety of book. We know something about why authors write books and why readers buy them. It you feel that this kind of knowl edge should enable us to sell more books for you, the way to tap it is not through old hats. Cal us in person. We'll be glad to discuss it.

During the past publishing season we have handled all the advertising promotion of the following firms: Brentano's, Derrydale Press, Farrar and Rinehart, Limited Editions Club, Julian Messner, Modern Library, Random House, Smith & Haas. We have done special promotion for a few others: Burt, Covici-Friede, Grosset & Dunlap, King, Macmillan, Watt.

AARON SUSSMAN, Inc.



24 WEST 40th STREET, NEW YORK

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

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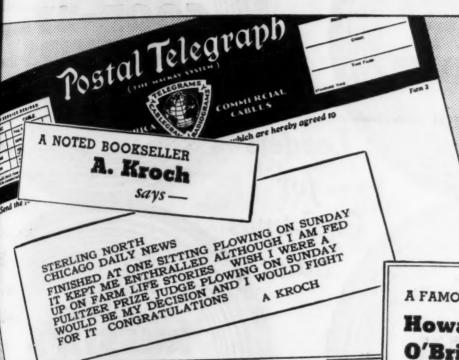
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## In re:

## STERLING NORTH'S

PLOWING ON SUNDAY



A novel of American Farm Life

> "full of rich dinners, fat stock, fine crops and bucolic humor."

A FAMOUS CRITIC

**Howard Vincent** O'Brien says—

"Simple as to plot but alive with flaming episode; a short book yet with enough material to supply a dozen lesser tales. It is as ruthless as a surgeon's knife, yet kindly ... done with color and sympathy and that careless ease that marks the artist.

"If Plowing on Sunday is not a best-seller it will be a public misfortune."

A PROMINENT AUTHOR Margaret Ayer Barnes says—

STERLING NORTH DAILY NEWS CHICAGO

JUST HAD PERFECTLY GRAND TRIP TO NY
READING PLOWING ON SUNDAY A LOVELY
BOOK FUNNY AND TOUCHING ROMANTIC AND
REALISTIC ALL AT ONCE I THINK STUDY OF
THE ADOLESCENT PETER A KNOCKOUT ALSO
YOUR MARCH OF SEASONS ON WISCONSIN
FARM CONGRATULATIONS

MARGARET AYER BARNES

WE say-

PLOWING ON SUNDAY will be an important item in your Christmas fiction sales. Be sure your stock is adequate.

THE MACMILLAN COMPANY

## LITTLE, BROWN & COMPANY

## EVERY BOOK A BULL'S-EYE!

The Atlantic \$10,000 Prize Novel Samuel Rogers'

## DUSK AT THE GROVE

34TH THOUSAND James Hilton's

## GOOD-BYE MR. CHIPS

65TH THOUSAND!

Leaders for Christmas Sales

Mrs. Winthrop Chanler's

## ROMAN SPRING

-Memoirs
11TH
THOUSAND!

William H. Chamberlin's

## RUSSIA'S IRON AGE

The greatest work on the subject 3RD PRINTING!

Featured in Our Holiday Advertising

William Wister Haines'

## SLIM

Universally liked by all ages

> 5TH PRINTING!

A. Edward Newton's

## DERBY

His best book since "The Amenities"

2ND PRINTING!

LITTLE, BROWN & COMPANY

## Y LITTLE, BROWN & COMPANY

TWELVE CHRISTMAS HITS!

WAR MEMOIRS OF

## DAVID LLOYD GEORGE

Vol. III, 1916-1917 Vol. IV, 1917 Nordhoff's and Hall's

## PITCAIRN'S ISLAND

Final Volume in the "Bounty" Trilogy

35TH THOUSAND!

Be Sure to Have Them in Stock

Marie Dressler's

## MY OWN STORY

With a Foreword by WILL ROGERS

3RD PRINTING! P. G. Wodehouse's

## BRINKLEY MANOR

The Master at His Best

Your

Customers
Will Ask
for Them

Cornelia Meigs'

# LOUISA

The Newbery Medal Book for 1934

THOUSAND!

Mazo de la Roche's

## BESIDE A NORMAN TOWER

A delightful story of childhood

LITTLE, BROWN & COMPANY



#### SCREEN PLAY BY

## GENE FOWLER and BESS MEREDY

ENE FOWLER has written a great comedy around the life and amazing exploits of the Prince of Showmen, a riotous screen play that affords him full opportunity for some of the funniest dialogue he has ever done. And don't overlook his stage directions and bits of sage advice to director and stars!

In addition to being gorgeous reading, THE MIGHTY BAR-NUM, as the first professional movie scenario to be published in book form, will have a highly practical value to the thousands of budding scenarists all over the

country. THE MIGHTY BAR-NUM is a model of what writing for the movies ought to be and all too seldom is.

THE MIGHTY BARNUM is being published December 11th. The movie will be released for national distribution December 25th. It will play in your city, and its cast includes such names as Wallace Beery, Adolphe Menjou, Janet Beecher, and Virginia Bruce. It is certain to be one of the outstanding productions of the year, and any of your customers who see the picture will want to read its scenario.

• TO BE PUBLISHED DECEMBER 11th, \$2.00

Illustrated with many scenes from the production

COVICI • FRIEDE • Publishers • 386 Fourth Ave., N.Y.C.

In Canada: GEORGE J. McLEOD, LIMITED, Toronto

Tho

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#### from THE INNER SANCTUM of SIMON and SCHUSTER Publishers · 386 Fourth Avenue · New York



Thomas Craven's two books boxed for Christmas. Price \$7.50 per set, or to be sold after Christmas separately at \$3.75.

Our Shipping Department has just received a large supply of boxes to make Christmas packages of Modern Art and Men of Art. We are offering this as a Christmas Merchandising Item to The Trade for a number of reasons:

1. So far as Your Correspondent knows (he has just returned from Honolulu and doesn't know very much) this package will be the outstanding present at the Over \$5.00 level. The other one he knows of is the Robert E. Lee biography published by Scribner.

2. Both books are—even before Christmas trade selling extremely well. *Modern Art* averages 400 a week, *Men of Art* 250. They should double this rate during December.

3. An advertising campaign is planned to sell the two books. Here is a sample:



4. It is an absolutely safe, staple stock for a bookseller to buy. If by some chance all the boxed sets aren't sold by Christmas, the books may be removed from the boxes and sold separately. (This point didn't occur to Y. C. until it was pointed out to him in Los Angeles by Phil. Kubel of J. W. Robinson and Don Corbin of Bullocks.

Another advertising campaign planned for Christmas is on The Life of Our Lord by Charles Dickens. The ads will appear shortly, and to back them up we are printing a new jacket designed to appeal especially to parents for their children. We shall be glad to send copies of these jackets without charge to booksellers who will wrap them around their stock on hand and display the books for Christmas. In such cases we shall also be pleased to send additional stock of books with new wrappers on sale for the month of December.

Last week's P. W. contained a front page ad of The Book of The Symphony. Through an error this book was incorrectly titled. Its correct title is The Victor Book of The Symphony and Y. C. would like to say a little more about it.

It is (if you recall) a series of analyses of the 240 symphony compositions most frequently played in concerts and over the radio. Charles O'Connell, who has written the book, is the head of the Victor R. C. A. recording laboratories. His text is simple, and can be easily understood by anyone who likes to listen to music. It is not technical, and yet it isn't written down. Possibly you remember The Victrola Book of the Opera published some twenty years ago. This has sold 400,000 copies—and at a time when the public wasn't nearly so aware of good music as it is today. The advent of symphony concerts on the radio and of vastly improved phonograph recording has put hundreds of thousands in a receptive mood to know more about good music.

have an unprecedentedly wide circulation. Not only is the text excellent, but it is a big value physically. It is a very large octavo in size, runs to more than 600 pages, contains 105 line cuts and 32 pages of half tone photographs of composers, conductors and musical instruments. Price is \$3.00. We would like you to buy a few copies at this time, bearing in mind however that the book should really not be bought in quantity until it is carefully examined. Upon close inspection you will, we believe, understand why Y. C. believes in its big possibilities.

There will be a close tie-up with The R. C. A. Victor Company who are running a sales talk for it in all their advertising of phonographs and radios. It will be sold over all R. C. A. radio hours, and it will be mentioned in a large number of symphony broadcasts.

The Advertising Department has been working week ends. Watch forthcoming big space ads for Diamond Jim, Powys' Autobigraphy, Life à la Henri, Hans Fallada's new novel: The World Outside, and a dark horse scheduled to be published November 27th: Earth Conquerors by J. Leslie Mitchell.

-ESSANDESS

NO

VEN though you may not ordinarily care to involve yourself in affairs of this nature, we believe that you may find this particular one of unusual interest. In fact, you may take considerable pleasure in it—of a morbid sort, of course.

Suppose for a moment that you want to murder your aunt—bearing in mind that your aunt is not so dumb; and what is perhaps worse, considers you something of a nitwit. How would you go about it? Would you do as Edward did? That is a question that a great many otherwise law-abiding people are going to be discussing in January. It is very probable that you will be asked about it. Consequently, we are inviting you to sit in on *The Murder of My Aunt* now, so that you will have time to consider the problem and have an answer ready for inquisitive customers who want to know what this Aunt Murder business is all about.

The Murder of My Aunt is a novel, unlike any novel we have ever read. We believe that it may well become the talk of the country and a national best-seller. We want you to read it and let us know what you think.

To mystery fans it presents what is probably the most unique plot in mystery fiction. To the sophisticated it presents much more. To those who can read between the lines The Murder of My Aunt is a daring excursion into the mind of a young aesthete—a psychological self-revelation, subtle, caustic and without a parallel in contemporary fiction.

DOROTHY SAYERS, master of murder fiction, says "The insensitive might even find it as funny as it appears on the surface, the sensitive will find it painful, but continuously interesting and exciting."

An Advance Copy On Request. We have bound up 250 advance copies for book-sellers who will read *The Murder of My Aunt* and let us know *their* opinion of the novel's sales possibilities and the best way to sell it. These 250 copies will be sent to the first booksellers who request them. Write today, we can guarantee you have never read a novel like it.

G. P. PUTNAM'S SONS-MINTON, BALCH · 2 West 45th Street, N. Y.

The Murder of My Aunt
BY RICHARD HULL

KLY

MW...

IN PRINT Again

# The Well of Loneliness

### BY RADCLYFFE HALL

The steady and constant demand for a permanent edition of The Well of Loneliness, by Radclyffe Hall, worthy of its content, has impelled us to issue a new edition which will be ready December 4th. First published six years ago, this novel has now sold over 200,000 copies in this country alone, and has become a recognized and established classic in its own field. The new edition is a fine piece of bookmaking, well printed, with a fresh and striking jacket, and a frontispiece portrait of Radclyffe Hall. It will be priced at \$2.00, and from now on will be the only edition in which The Well of Loneliness will be available.

COVICI · FRIEDE · PUBLISHERS
386 FOURTH AVENUE · NEW YORK CITY

To be published December 4th

\$2.00

A Gay and Satisfying Gift Book

## American Bird Biographies

By ARTHUR A. ALLEN

Author of The Book of Bird Life

WRITTEN by an ornithologist with a knack of letting interesting birds tell their own life histories in simple but authentic fashion. Fully and attractively illustrated with 190 life photographs of birds by the author and twenty full-page water-color paintings made exclusively for this book by George Miksch Sutton. Ten of these paintings are reproduced in natural colors and ten in duotone. In design and manufacture the book is a product of The Lakeside Press (R. R. Donnelley & Sons Company). Composed in Basker-ville type, printed on good paper, and sturdily and hand-somely bound. The jacket displays one of the color plates on both front and back. This book is a Junior Literary Guild selection for next January. The general trade edition will be published November 30th.

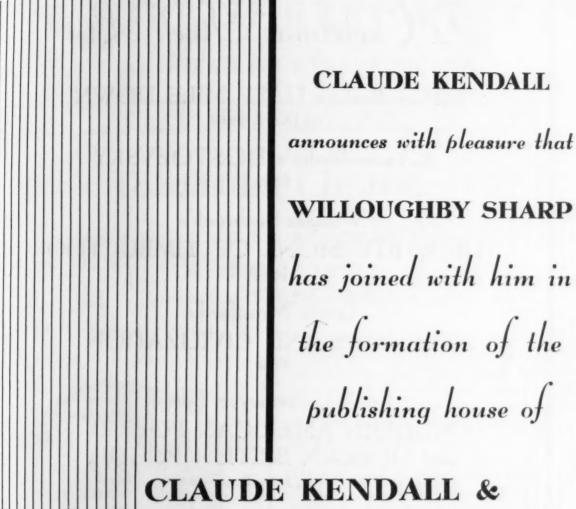
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Comstock Publishing Co., Inc.

124 Roberts Place

Ithaca, New York

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CLAUDE KENDALL & WILLOUGHBY SHARP, INC.

70 Fifth Avenue

**New York City** 

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## A Christmas Stock List

William Beebe's HALF MILE DOWN
Out Dec. 6, \$5.00

A. Yarmolinsky's DOSTOEVSKY \$3.75

William Seabrook's
THE WHITE MONK OF TIMBUCTOO
\$3.00

Lewis Mumford's
TECHNICS AND CIVILIZATION
\$4.50

Louis Untermeyer, Editor
MODERN AMERICAN POETRY
and MODERN BRITISH POETRY
Combined Edition on India Paper, 790 pages, \$5.00

Carl Van Doren, Editor MODERN AMERICAN PROSE 900 pages, \$2.75

> Matthew Josephson THE ROBBER BARONS \$3,00

E. H. Young's THE CURATE'S WIFE \$2.50

Kay Boyle's MY NEXT BRIDE \$2,50

Margaret Irwin's THE PROUD SERVANT \$2.50

DOROTHY L. SAYERS' OMNIBUS
1000 pages, \$2.00

HARCOURT, BRACE & CO., 383 MADISON AVE., NEW YORK

## THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NOVEMBER 24, 1934

## Book Tokens for Christmas Gifts

An Account of the British System in Operation

#### MAURICE MARSTON

Secretary to the Book Tokens Committee



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The gift is mine The choice is thine

The outside cover of the Book Token card which contains the Token Stamp. The inside of the card is shown on the next page

THE AMERICAN BOOKTRADE has shown so keen an interest in the British Book Token system that the majority of readers of the Publishers' Weekly are undoubtedly familiar with the general idea of the scheme—the giving of books by "token," the token being a greeting card bearing a stamp which can be

exchanged at almost any bookshop for a book at its face value. The actual mechanismthe means by which Book Tokens are turned into books with profit to the bookseller and pleasure to the public-is not so well known, and it is with this aspect in particular that I

propose to deal now.

First, and very briefly, the scheme itself. The Book Token idea originated with Harold Raymond, an English publisher (Chatto & Windus), who introduced it to the booktrade through the National Book Council in 1928. It was not until 1932 that The Associated Booksellers of Great Britain & Ireland found it practicable to adopt it. In June of that year they invited the National Book Council to undertake the management of Book Tokens on their behalf. By November 12, 1932, after four months of almost superhuman Committee work, the details of the scheme had been worked out, the Token Cards and Stamps designed and printed, the accounting system perfected, extra staff engaged and-most important of all-booksellers all over England, Scotland, Wales and Ireland had promised to cooperate and had actually received their stocks of Book Tokens.

#### Purpose

In the words of the prospectus, the purpose

of the scheme is:

"1. To divert to the bookseller some of the many thousands of pounds which change hands in the form of postal orders and cheques at Christmas and other gift times.

2. To attract and accustom to bookshops

A BOOK TOKEN		Name and address of Israing Bookseller with full top of bookseller or deputy.
with Greetings and Good Wishes	BOOK PLATE CLIT ALONG THIS LINE	
from		Date of Inne
	TAIL	The Taken Stamp below should be conceiled by the and address of the Euchanging Bookseller.
This token may be	To	Intering Bookseller to affect Sempo or Steepe here. Two steepes here. Two steepes here. Two steepes of its rote the spect of fasted ventrately sade by side.
exchanged for a book or books to the value indicated opposite	Date "	THE PACE ON
		Date of Exchange  To obtain credit for exchange of this Book Taken the backrelingten that page to the Book Taken Committee (National

The inside of the Token Card. The lefthand panel contains a space for the name of the donor; the center panel is used as a book plate, and the righthand panel has a space for the Token Stamp

some of that great number of people who make presents of knicknacks:—

- (a) Because they cannot think what to give.
- (b) Because they wish to give books, but do not know the tastes of the recipients.
- (c) Because, although knowing the recipients' tastes, they do not know what they have read.
- 3. To render a new service to the public.
- 4. To save the many sales which are always lost through the unavoidable limitation of booksellers' stock.
- 5. To increase the membership of the Association: for the scheme is confined to members of the A.B.G.B.I."

The fact that Token sales to date (October, 1934) reveal a geometric progression (32,000 for 1932; 67,000 for 1933; with a prospect of 125,000 at least for 1934) suggests that this purpose can and will be achieved.

#### The Bookseller's Part

From the bookseller's point of view the scheme is really a simple one. He orders from the Book Tokens Committee a supply of Token material as follows:

- (a) TOKEN CARDS: available in three designs and bought "firm" 1 at 3d<sup>2</sup>
- <sup>1</sup> "Outright" [Ed.].

  <sup>2</sup> This charge, which is paid by the public, is the sole income of the scheme. All other monies, as will be seen, are returned to booksellers.

net each for retailing at 3d net. The Token Card is an attractive 6-page folded greeting card, with a cover design in color, a bookplate for the recipient's use and a space for the stamp which decides the value of the book for which it can be exchanged. Envelopes to match the cards are supplied free.

- (b) Token Stamps: these are supplied (bound in books with double counterfoils) on sale or return.

  There are five values as follows:
  - 3/6 (orange, 20 to a book)
  - 5/- (blue, 20 to a book) 7/6 (green, 20 to a book)
  - 10/6 (mauve, 10 to a book) 21/- (red, 5 to a book)
- (c) Publicity Material: free showcards and posters are supplied for shop and window display; descriptive leaflets for distribution to customers.

The bookseller *issuing* a Book Token to a customer affixes a stamp of the value chosen in the position indicated, and charges that customer the face value of the stamp, plus 3d. for the Token Card.

The Book Tokens Committee provides quarterly a form on which the bookseller accounts for the value of the Token Stamps sold by him, less 12½ per cent. On the same form he accounts for the Token Stamps exchanged by him, less 12½ per cent., and sends or receives a cheque for the difference.

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"What!

Another tie!

and I hate

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"Cocktail glasses! well, that makes the sixth set this Christmas . . . shall have to open a shop"



"Splendid!
A' Book Token!
Now I can get that
Biography I want::



"Ah! A Book Token!

At last I can have that

Cookery Book I need

so badly . . ."



"Handkerchiefs! Why, I gave them these last year!"



"A pipe!
and I gave up
smoking a pipe
a month ago.."



"Splendid!
This Book Token
will buy that new
book of poems.."



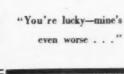
"A Book Token by Jove! I'm off to get that book on Golf..."



"Scent! They might have known I only use one kind and it certainly isn't this"



"Aren't grown ups





"Jolly good!

A Book Token!

Here's my chance to have what's-his-name's new novel for keeps..."



"Hurrah! A Book Token! I'm off to the Bookshop right away!"

"Wait for me —
I've got one too . . . "

Promotion material for Book Tokens includes a very clever folder carrying this sequence of cartoons showing the value of Book Tokens as Christmas gifts

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#### Accounting

The last paragraph contains the key to Book Token administration—the quarterly statement form, familiarly known as Form A. It is reproduced here, and, although at first glance it seems formidable, in practice it affords a simple and economical means of keeping Book Tokens accounts.

#### (a) Profit-Sharing

It may be well here to emphasize an important feature of the Book Token scheme; the fact that it divides the sale of a book into two parts, the sale of a Token and the exchange of a Token. Obviously these two transactions will usually be carried out by two different booksellers, and each firm must receive a proportion of the profit. It is, therefore, arranged that the bookseller who sells a Token receives 121/2 per cent. and that the bookseller who exchanges it for a book receives the full value less 12½ per cent. So that by selling and exchanging one Token a bookseller receives the full profit on one book, that profit being decided by the terms on which he bought it from the publisher.

#### (b) Form A (Quarterly Return)

Before Form A goes out to booksellers from the Book Tokens office the "Stock in

Hand at Previous Account" is entered under TOKENS SOLD; stamps ordered during the quarter are shown in the "On Sale" column; Token Cards ordered during the quarter and not yet paid for are entered in the "Net Charges" column. When the bookseller receives Form A he has two sets of entries to make. On the Credit side, under TOKENS EXCHANGED, he enters all Tokens exchanged by him during the quarter (i.e., Tokens for which he has supplied books). The total value of these represents the gross value of the books he has supplied, for which he is to be reimbursed by the Book Tokens Committee. The 12½ per cent. is deducted, as already explained, for the benefit of the issuing bookseller.

On the Debit side, under STOCK IN HAND, the bookseller enters the stock of stamps still in his possession. When this total is deducted from the "Stock in Hand at Previous Account" (entered by the Book Tokens staff before sending out the statement) the difference represents his sales for the quarter. He owes the Book Tokens Committee the full value of these, less 12½ per cent. due to him as explained above.

The bookseller can now see on the Credit side the amount the Book Tokens Committee owe him, and on the Debit side the amount he owes to the Committee. If the balance is

FORM	BOOK TOKENS COMMITTEE  No							B.T.o Ledg Folio				
- Cr	TOKENS EX Tokens exchanged can caucified assumps econ Please include only the during the period nee	only be could	-d 10 the			1)41	The BOOK TOKEN Tours deduct theck in the difference represen	S COMM	m Total of to	les Susani Anna O/S.	est of A <sub>i</sub> t is	
	No. lix'd	Value	£	6.	4.	Dete	Goods Suppl	led	Invoice No.	O/8 (Sub	jest 13§%)	# Net Char
	(See discount t	3/6 5/- 7/6 19/6 21/-  Loss 124 % abits overtisef) Ner Toyal.					Stock in hand at		NG .			
Please  J/We the differe showe (one (plue nex o	THE BOOK TOKER (NATIONAL BOOF HINRESTA STREET ( LONDON W.C.2.  send remittance for Londone mediane for which a hargen) as shown apposit  Japaness  Japan	NS COMA COUNCIL COVENT G Temple flor 9 Temple flor 9	ARTHUM POS(7	lie n clair nheme :	naki		### STOCK IN Flance enter complete   Value   3/6   5/- 7/8   10/6   31/- (to be defined from Tutal O(8)   (500 defined from	£		/	\\ \.	

Each quarter the booksellers participating in the Token plan fills out a statement on the form shown here

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unt e is in his favor he applies for a check; if it is the other way he sends his remittance with the completed form. In addition he sends in all Tokens exchanged by him during the period under review, so that these can be checked off the Committee's records as cancelled.

The use of Form A, which is filed in loose leaf binders, greatly simplifies the work of bookkeeping. Sets of ordinary invoice books, ledgers and day books (including one to record exchanges made by each individual firm) complete the equipment.

#### Records

There are, of course, other records to be kept, although it is not necessary to describe these at length here. The history of every Token Stamp is recorded—to whom sup-

plied, when issued and when returned for cancellation. For purposes of identification each stamp value has a group letter (A for 3/6, B for 5/-, C for 7/6, D for 10/6, E for 21/-), and each book of stamps has a serial number, so that 3/6 books are numbered A1, A2, A3, etc. The stamps in each book are numbered 1-20, 1-10, 1-5, according to the number in each book of the value in question. Thus the stamps in book A1 (3/6) would be identified as A1/1, A1/2 and so on to A1/20, there being 20 stamps to a book; E1 (21/-) would contain five only, and would be numbered E1/1 to E1/5.

Similarly day to day records are kept of Tokens sold and Tokens exchanged, so that at any moment it is possible to judge the rate at which the scheme is moving, and to compare it with previous figures.

## School Books and School Laws

A Discussion of State Government Control

#### PART II

#### DAVID C. KING

Mr. King was formerly active in the organization and was employed by the Governing Board of the National Textbook Publishers' Council

#### III

Here was an extreme instance of attempted price control which defeated itself. This arbitrary arrangement was unworkable, and the next step was the passage of a listing law similar to that of Missouri, with the rather astonishing provision that textbook publishers must list with the state and file sample copies of all books issued in the calendar year, whether or not such books might be considered suitable or desirable as items for distribution in the state.

This omnibus compulsion upon listing provided in the Illinois law is indicative of the attempts made by states to make sure that rival state buyers might not be securing price advantages denied to small unit purchasers. While the north central states were making concessions to able educators who insisted that a maximum autonomy of selection and choice should be accorded all buying units of school administration, the

policy of state-wide uniformity by long term purchase contracts under state adoption had spread throughout the country in the southern and southwestern states. Obviously, a state having hundreds of thousands of children to supply with textbooks for periods of five years or more was in a position to demand bidding concessions greater than those granted to school buyers supplying a few thousand pupils or less.

At the same time, it was a matter believed to be essential to the public welfare that all parents should have equal rights in free education for their children, and equal rights in textbook costs, irrespective of whether the latter were met by direct purchase from the family budget, or indirectly through taxation where the schools provided free school books to the children. But rival powers of textbook purchasing capacity between state and state was a very real thing. It seemed logical to anticipate evasions, legal or otherwise, of comparative price provisions such

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as were established in the Missouri statute. Illinois approached the solution by attempting to make sure that the state should have an opportunity to buy anything and everything published each year, and at the minimum price at which the listed items were sold.

Before the development of these standard forms of the listing law under the precedent of the Missouri statute, Ohio in 1896 had passed an act calling for the listing of text-books, subject to the power of the state administration arbitrarily to set the actual sales price uniformly throughout the state. While Ohio is generally classed as a "listing-law" state, its law is so singular that it does not properly fall within any standard group.

Before being privileged to sell his textbooks in Ohio, the publisher is enjoined to list his publications and file the "publisher list wholesale price" with the State Superintendent of Public Instruction. Thereupon, a commission consisting of the Governor, the Secretary of State, and the State Superintendent of Public Instruction, to quote the act,

"immediately shall fix the maximum price at which such books may be sold to or purchased by boards of education, as hereinafter provided, which price must not exceed seventy-five per cent of the published list wholesale price thereof." (Section 7710).

Each local board may then adopt for a period of five years any book the price of which has been so established.

On long term contracts of adoption for textbooks, there was a developing trend toward some standard discount from list. But repeated attempts to establish a standard within the industry had been broken down by competition. With the introduction of the comparative price features of various state statutes (as early as 1895 Nebraska and Iowa, preceding Missouri, had incorporated comparative price clauses in their laws), certain stabilities in the price structure of school books were rapidly being recognized as essential. School administrators themselves were becoming alert on the subject.

In 1897, Jason E. Hammond, Superintendent of Public Instruction for the State of Michigan, looked about in this field. As a result he wrote a book—the first and, before or since, the only book confined to the subject of textbook laws. Commenting on the

Ohio law of the preceding year, Superintendent Hammond noted the advantages of its listing feature. By a mere proclamation it appeared possible to secure state uniformity of price without subjecting the school and state administrative machinery to the political, economic, and educational pressures which were commonly believed inherent in adoptions under state-wide textbook uniformity laws. Furthermore, without committing the state to any form of contractual obligation, it appeared possible that Ohio had secured a definite price advantage. He said:

"As the usual discount does not exceed 20%, the state (of Ohio) obtained a better rate without the labor of making a state adoption and schedule of prices."

It was apparent, also, that the comparative price features of existing laws came into prompt action. Commenting on this Hammond wrote:

"This Ohio law also benefited Iowa, since the latter state already had a law forbidding district and county boards to contract at a higher price than the publisher's (sic) lowest wholesale or contract price, and directing said boards to bring suit on the bond of any publisher who should refuse to furnish books on contract at the very lowest price, either contract or wholesale, for which such books are furnished any other district or state board. Nebraska has a law similar to this and undoubtedly reaps the same benefit."

Probably Iowa and Nebraska did. But such matter came to have still more serious import with the development of the listing laws shortly after the passage of such enactments as these of Ohio and Missouri. In the industry itself, it was recognized that certain stabilities in the price structure of school books were rapidly becoming essential.

Two of these features which must be made stable and uniform were list price and discount from list price. The publishers were required by the accepted standard of the listing laws to file schedules of list prices and maximum discounts for their publications. And it might easily grow at least embarrassing to file varying schedules of discounts for comparatively identical values in comparable school books of different titles. Actually, under the urge of competition in the industry, it was not unusual for a classroom reader

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of one grade to be sold under a desirable contract at a much greater discount than, say, an arithmetic of the same grade and of approximately the same base production cost or value, but whose quantity purchase had not directly affected real cost. The days of such variations seemed numbered.

The statutory comparative price provisions relating to the maximum discount given any buyer of an identical book in the United States subjected the school book publishers to possible penalties by statutory limitation upon the former freedom of competition. Contracts were in force, however, at varying discount levels. Bids were being called for, and substantial discount preferences expected. It looked like a slow process of adjustment before discount uniformity for standard titles could be achieved. But here was an indisputable fixed provision to accelerate the progress of such adjustment, the Ohio law irrevocably set a minimum standard of discount, i.e., "not exceeding 75% of list." The legislative pronouncements from the Buckeye State had proved unbroken tablets of stone, a legislative Moses had come to deliver the industry, presumably, from its age of banditry. But was the minimum discount also to become the maximum?

Undoubtedly the Ohio lawmakers were aware of the irregularities in the discount levels of textbooks. By inference, as already quoted, Superintendent Hammond of Michigan as early as the succeeding year indicated that the Ohio legislature presumed it was securing to the state a 5% "edge" on the rate of discount most prevalent in the industry. Probably the members of the Ohio legislature sought to accord the Governor and his commission a maximum privilege of taking advantage of the greatest discount procurable. The law as they wrote it said so. In fact, the Attorney General for the State wrote it as his opinion in 1924, that it did not matter what price the publisher might give as his "published list wholesale price" when filing, because the interests of the state were amply protected as the commission was empowered

"fix the maximum price at which books may be sold, which price must not exceed seventy-five per cent of the wholesale list price and apparently may be less."

But the succeeding textbook commissions for the State of Ohio have adhered to the

exact maximum price provided in the law. Perhaps under the force of unwritten rules of economic conduct they have had to. If the implied invitation of the Attorney General for the state should be accepted, and the textbook commission did establish an irregular discount, say of 50% of list instead of

75% of list, what then?

In such event the publisher would either be compelled to withdraw his book, or to reduce the price in all states having comparative price provisions established by law or permitted by law and written into existing contracts. And if the Ohio commission under fiat of law did set a lower discount for any one company, but not for all companies on an identical basis, the result would be discriminatory, surely. On the other hand, if the commission deviated from the standard discount for all companies alike, all the companies would probably withdraw from bidding rather than risk the disruption of existing listings and contracts, and Ohio would then have to forego textbooks or find another way out.

So it might appear that the Ohio law, framed to give the state the maximum advantage of freedom in establishing school book prices, did quite the opposite. In effect, the Ohio law set the limit of price not only for the state but for the country at

large.

#### IV

No other state followed the precedent set in the Ohio statute. It may have seemed repugnant to principles of democracy, American or other, to empower government administration with the right to fix the price of products made presumably for sale in a

competitive interstate market.

Nevertheless, such liberality of view did not immediately characterize all state legislation. For instance, in 1897 Michigan passed a strict price limitation enactment patterned on the schedules and principles of a similar law in Indiana which had been continued by dint of numerous amendments since 1889. However, it was thought in Michigan that a distinct improvement upon the Indiana law had been effected because, in addition to establishing the maximum schedule of retail prices for textbooks in the state, provision was made that a 20% discount for retail distributors within the state should be deducted from the maximum price schedule.

In other words, in addition to making sure that publishers could never charge in excess of a given price for a textbook of a defined subject and grade, the local merchants of Michigan were to be assured their fixed percentage of profit (20%) whether or not the publisher might make anything. Certainly the matter of the publisher's profit was no concern to the public welfare of the state.

State Superintendent Hammond took considerable pride in the long strides which had been made to secure to the state the maximum price advantages and other rights of power embraced in this law. The buying restrictions placed upon school boards were as follows:

"Provided Always: That such board shall not, in any case, contract with any author, publisher, or publishers, for the furnishing of any book, manuscript, copyright, or books, which shall be sold to the people for use in the public schools of this state at a price above or in excess of the following, which shall include a profit to the retail dealer in such books of 20%, namely:

For a spelling book	15¢
For a 1st reader	15¢
For a 2nd reader	25¢
For a 3rd reader	35¢
For a 4th reader	45¢
For a 5th reader	60¢
For an arithmetic, intermediate	30¢
For an arithmetic, complete	
For a geography, primary	
For a geography, complete	90¢
For an English grammar, elemen-	
tary	25¢
For an English grammar, complete	
For a primary physiology	25¢
For an elementary history of the	
U. S	
For a complete history of the U. S.	75¢
For a civil government history of	
the U. S.	60¢
For a civil government history of	
Michigan	25¢
For an algebra for beginners	35¢
For an algebra, complete	60¢
For copy books	5¢"

Further, having in mind possible advantages which might be enjoyed by California, which in the decade preceding had established the state printing of textbooks, the Michigan act made it mandatory upon the state to print textbooks if the board of commissioners concluded at any time that by buying an author's manuscript they might produce their school books still more cheaply. It was not to be wondered at that Superintendent Hammond was jubilant about it. Nothing seemed forgotten in the Michigan law.

At the same time, it is to be noted that the Michigan list gave for all books above the first grade, with two exceptions, prices from five to twenty-five cents higher than the schedule of the Illinois law passed twelve years later in 1909. And this without at all approximating the 20% dealer differential. So perhaps it was not such a fool-proof law as it seemed.

Possibly not. At any rate, Indiana, on whose law the Michigan act was based, operated its schools on the principle of uniform state-wide adoption of textbooks. It was a basis unsuited to the freedom of selection which Michigan schoolmen enjoyed, and which the legislature generously supported. It followed that the problems of Indiana were unlike those of Michigan. So in due course the Beaver State passed a listing law similar to that of Missouri, with strict comparative price provisions and conditions for the publishers filing of samples and prices with the State Superintendent of Public Instruction "when requested." No ruling seems to have been made upon the possible ambiguity of the phrase "when requested," by defining who may do the requesting. The law reads:

"Any person, firm, or corporation desiring to offer school textbooks for adoption, sale, or exchange in the state of Michigan shall file, when requested, with the Superintendent of Public Instruction copies of all textbooks," etc.

What did the State Superintendent of Public Instruction do about this matter of "requesting?" He set a date when all textbook publishers might file their books, their lowest prices, and their bonds. And every year since it has been done that way. It seemed to fulfill the intent of the law. The practice was established by precedent as a convenience to the Superintendent's department of filing, and no hint emerges that the "requesting" could possibly be made discriminatory.

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## What Form for Your Spring List?

Booksellers Want Simplicity, Directness and Completeness

#### VIRGINIA KIRKUS

of The New York Office

Spring lists in the offing—and in every publishing house some one is tearing his (or her) hair over the agony of preparing some sort of announcement for the trade, for the travelers, for the public. He is wildly demanding information from the editorial department; the editorial department is wildly demanding information from the author, the manufacturing department is wildly demanding something to feed the maws of the presses before everything comes at once. And what happens? Sales conference week arrives; lists are in a state of flux; galleys are inadequate; announcements go under the hammer and tongs of the travelers and everything is turned topsy turvy. Why go further? You all know the story only too well. What's to be done to help build Jack's House

If I were in publishing again, there are two or three rules I should stick in my mirror, fasten over my desk, write on my cuff (it only I had one). The first rule would be: close my list in time to let it "jell" before sales conference, and let down the bars only tor books that could not go over to the next season without serious inconvenience. The second rule would be: work out a date schedule based on deliveries, seasonal interest, relation of the books to the trade, instead of dividing the list arbitrarily by weight, as it were. The third rule would be: study the way in which trade announcements are used, and by whom, and then make the house announcement fill the greatest needs of the greatest number.

Since I'm not a publisher, I can do nothing about rules one and two. But since I subsist daily on a diet of publishers' announcements, I am going to give the benefit of two years' diet to those who care to use it, and perhaps—just perhaps—next year I won't find the fare so indigestible.

When I suggested to Publishers' Weekly that some such article as this could be written, I thought I could break present trade announcements down into three or four

types, and then indicate what features of each seemed best. Try to do it—every publisher has a type all his own, and classification seemed impossible. So, instead of approaching the subject from that angle, I'm taking it the other way round. What does the retail trade want in the announcements they receive? What does the public library want? What does the publisher's traveler want?-And to that end, I sent out questionnaires broadcast, so many to the trade, so many to librarians, so many to publishers' travelers, deliberately selecting travelers from several different houses issuing radically different types of announcements. So, Mr. Publisher, in reading the "findings," please accept the fact that they are a cross-section of your public, not wholly the opinions of one

#### The Little, Brown-Morrow Type

The one overwhelming fact that stands out head and shoulders above every other fact is that only one person answering the questionnaire voted for any other type of trade announcement than the type generally known to the trade as the "Little, Brown-Morrow type." The one person who did not specifically vote for that type, generalized on what the ideal announcement should contain, and did not name any conforming to the ideal. In several cases, the preference was indicated for the Little, Brown-Morrow type, with the wish expressed that the multigraphed format, with typewriter type, be abandoned, and a regular book type used instead. One bookshop buyer expressed a liking for the Macmillan announcement, bracketed with the Little, Brown-Morrow announcements.

Why this overwhelming vote of confidence? What do these two announcements do that the other publishers' announcements fail to do? The answers to the question "What information do you consider essential for efficient use?" supply the reasons.

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Consensus of opinion demands the following data:

Name of author.

Title.

Date.

Price.

Previous books by author.

Description indicating:

Classification.

Quality.

Reason for publishing.

Market.

Publisher's opinion of value backed by plans for advertising and promotion.

Several answered more fully, suggesting the value of fairly full data regarding format, so that it would include number of pages, style, size (in actual inches, as opposed to the old style technical terminology), illustrations, and so on. Another constructive suggestion was that it was important to indicate both locale of story and author, keeping in mind the value of the information both for bookshop and ultimate purchaser. And over and over again, emphasis was laid on an honest expression of opinion, of relative value of titles, and a warning against indiscriminate enthusiasm, spread over a whole list. The general feeling seemed to be that both the Little, Brown and the Morrow type of announcement conformed more closely to these qualifications than those of any other publishers, although some announcements conform in one direction, some in another.

The credit for inaugurating this type of trade announcement belongs to John Reed of Little, Brown, who issued the first list of the kind in June, 1931, and to Polly Street of Morrow, who developed a similar plan the following year. The enthusiastic endorsement of the trade as soon as these catalogs were issued, and the sustained interest in both format and content, should convince publishers generally that the old type of generalized descriptive catalog does not meet present day needs—if it ever did.

The question of order of arrangement brought forth another evidence of comparative unanimity of viewpoint. The arrangement according to publication date used in the Little, Brown-Morrow type was acceptable as simplifying the problem of selling by the traveler on the one hand, and of checking books on receipt of stock by the trade on the other. But the suggestion was several times made that it would be an improvement

if the titles were broken down under large heads-Fiction, Non-fiction, Juvenile-and that under these headings the chronological arrangement be followed. The publishers who do not like to give any indication of date will argue that it is guess work, and that constant changes result in confusion. The answer is—need it be guesswork? (obviously the publishers who do give dates manage somehow or other to keep closer to schedule than those who do not commit themselves in advance). . . . And, may I add my plea to that of a large majority of the people consulted, that there should be a cross-index of author and title for every trade announcement, regardless of size or arrangement, and if the classification follows any method other than chronology, there should be a table of contents?

Briefly—a few suggestions as to general format. A preference was expressed for a size roughly conforming to the size of the standardized trade lists. There seemed to be no interest whatever in "trimmings"-special decorations, variation in typography and layout, chit-chat—but rather an insistence on simplicity, directness, and inexpensiveness, with the suggestion that money saved might better be spent on advertising and promotion circulars and cards. Small photographs of the authors, such as used in the Macmillan announcements, were the only type of illustration favorably mentioned. General opinion indicated a desire for uniformity of space devoted to each title, with part of the space given to the previous record of the author, where previous books had been published.

A question was included as to the value of distribution of the publishers' lists to the general public, either by direct mail, or under the booksellers' imprints. Unanimity again prevailed, and the opinion was that general distribution was inadvisable, expensive and virtually non-productive, but that if undertaken at all, it should be through the booksellers, paid for by the publishers! Preference was expressed, however, for specially prepared selective lists, for lists issued by R. R. Bowker Co., The Baker and Taylor Co., etc., for the distribution of Herald Tribune Books, for imprinted circular material on specific titles, and, occasionally, for distribution of juvenile catalogs (of which more This would certainly simplify the anon). problem of the publishers, for apparently they

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NOVEMBER 24, 1934

need only consider the trade (including libraries as well as booksellers) in planning their seasonal lists, and the retail trade, it would seem, is very clear on what is needed.

Before closing, just a few words in regard to juvenile catalogs. Several major differences should be noted here. The Macmillan type of juvenile catalog, with new books and stock items all covered, is evidently preferred. Illustrations are essential. Statement as to suitability for public libraries is important. And the value for distribution to the public

is indicated, as opposed to the distribution of adult lists. The question of arrangement seems to be generally agreed upon:-chronologically, according to age appeal, and within those groupings, alphabetically by author.

It is impossible to cover every point made in all the answers that came in, but I trust that those who assisted me to arrive at general conclusions will feel that I have expressed their opinions fairly, and that the publishers will take the suggestions in the spirit of constructive criticism.

## His Mother Drives the Truck

#### H. ALTSHULER

I DROPPED IN at the bookstore Monday morning. By then the Publishers' Weekly is in, and why should I pay five dollars a year to subscribe when I can read it there for noth-

When I came in Al said, "Say, how'd you like to have your job back for a couple of

"All right," I said. "Can you afford the luxury of an assistant again? Going to take a vacation?"

"It's my mother that's taking a vacation," he said. "She's in Atlantic City. I can't stay in the bookstore because I have to drive the furniture truck while she's away.'

"Oh!" I said cleverly, "does your mother usually drive the furniture truck?"

"You'll find out, after a while, that's not funny," he said. "It's like this: my mother takes care of the furniture place downtown, so now my uncle will have to go there, and my father has to watch the furniture place up here instead of driving the truck. So they still need somebody to drive the truck. If I do it, I've got to have somebody to watch the bookstore."

"Then I'm hired," I said, and he went out to drive the truck.

About eleven o'clock Brenner drifted in. He always does on Monday, because it costs five dollars a year to subscribe to the Publishers' Weekly, and why should he subscribe as long as we do?

As soon as he had settled down with his heels on the desk and the Weekly in his lap he asked, "How come you're back again? I thought Albert fired you."

"His mother went to Atlantic City," I said. "He has to drive the furniture truck till she comes back."

"Oh!" Brenner said cleverly, "his mother usually drives the truck, eh?"

"That's the idea I had," I said, surprised that he should have it too. "But it's wrong; it's like this—" and I explained how it was.

When Brenner finished marking up the Weekly and taking notes from it, he looked at a couple of books and drifted out. A few minutes later Mike Marcus strolled in. He looked at a couple of books, then said with great indifference, "By the way, I don't suppose the Weekly has come in yet? One or two things I'd like to look up, if you don't

I said, "Sure, here it is," because, after all, why should the man pay five dollars a year to subscribe when he could come around every Monday and read our copy for noth-

He settled down with his pipe and the Weekly, then another idea popped up. "When did you get back?" he asked. "I understood you were through here."

"I was," I said. "But Al had to hire me again. His mother went to Atlantic City for a while, so he has to drive the furniture truck till she comes back."

Mike Marcus laid down his pipe and prepared to make a clever remark. "I take it, then," he said, "that his mother usually ---"

"Uh-huh," I said nonchalantly. "Didn't you know? His mother always drives the truck."

Mike Marcus looked sad.

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# THE Publishers' Weekly

#### The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. Bowker Co. Frederic G. Melcher, President; Albert R. Crone, Vice-President; John A. Holden, Secretary; Armond C. Frasca, Treasurer.

Publication office: 10th & Federal Sts., Camden, N. J. Editorial and general office:

Editorial and general office:
62 West 45th Street, New York City.
MU rray Hill 2-0150.
Cable Address: Pubweek, New York City

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Louis C. Greene .			Advertising Manager

#### November 24, 1934

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

#### Hints for New Salesmen

An extremely clever and helpful piece of trade advertising has just come out from



Little, Brown, a fourpage leaflet directed especially to Christmas book salesmen, the assistants who come into the bookstores at holiday time to do their bit toward adding to the gross sales of the shop and in maintaning the

store's reputation for book service.

The novelty of this leaflet lies in the fact that, while the right-hand column of each page describes in succinct paragraphs 16 of the leading books on the Little, Brown list, the left-hand column gives very pointed suggestions to the green salesman which he or she would do well to study with care. If any bookstore manager hasn't enough copies of this leaflet to pass to all his new people, he will probably want to get an adequate supply for his staff.

Among other bits of good advice are: "Learn the mechanics of making sales."

"Find out what your bookstore is most interested in, and learn its fifty leading titles."

"Find out who is going to help you answer questions."

"Carry yourself with assurance."

"If you strike a customer you think you can't adequately handle, get someone who can."

"Don't be upset because you have many calls for books not in stock. No bookstore is big enough to house all the books published."

"Learn to use the trade tools for locating books."

"You can make a hit with your employer by working on some book that is being neglected."

"Take on with enthusiasm any jobs of cleaning, arranging, stock keeping that are given you."

"Keep your goat well tethered. Other people—customers included—get tired, too."

These are but a few selections of a long budget of good advice. We would add one or two suggestions of our own:

We would suggest to the new salesman that he should not only know the bookstore's leading favorites in the fall campaigns but should know what advertising the store is putting out, whether in the form of catalogs, book lists, etc. He should know what is in them, to whom they have been sent, and, in the case of newspaper advertising he should know the recommendations and where the books are.

We would remind him that the most quickly usable tool in answering a large part of the inquiries from customers is the index of the Fall Announcement Number of the Publishers' Weekly, of which there are several copies in each store. The publishers advertising and general promotion center largely on new books. All of these are listed, with price, in this one compact index. The use of this index for current books will obviate the necessity of turning to the other reference catalogs which every store should have as general reference tools.

Finally, we would suggest that the manager of the store call all the new people together and go over the suggestions made in this leaflet and offer others which may occur to the manager, and thus build up a spirit of confidence and mutual helpfulness among old salesmen and new, so that the store may make the best possible impression on the

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people who will crowd in in the next few weeks. Indications are that this will be the best Christmas season since 1929. We should use every opportunity to make it so.

#### The Fireside Hour

WHEN DONALD RICHBERG, probably the busiest executive in the country at the moment, took time off from his labors as executive director of the National Emergency Council to speak about books and the art of reading over the American Fireside radio program recently, he did a great service to the cause of intelligent reading. For in many minds reading is something to be done when there is nothing else to do. Mr. Richberg, in his radio address, said that reading was an important part of a man's life, no matter how busy he was. "Because," Mr. Richberg said, "without reading a man can see only a small part of the world. He can enjoy only a fraction of the experience of living. . . . A man who would know something of the world must travel mentally with thousands of companions through lands he will never see with his own eyes."

Mr. Richberg, asked if he thought reading gave a man a better understanding of his own life and his own everyday problems, said, "Indeed I do. A man must read books in order to understand the values as well as the possibilities of the world in which he lives. What is value of human effort and achievement? How can you tell if you know nothing of the long struggle upward of human life from slime and savagery into the glory and spiritual beauty of human creativeness today?"

Mr. Richberg advised his listeners to read, first of all what interested them; not to be bored but to be entertained; not to be instructed unless they actually wanted to learn. Many a man or woman, he commented, thinks he or she is bored at all serious reading, simply because of not having found those serious things which are interesting to him or her.

John Haynes Holmes of the Community Church of New York was the guest of honor at the American Fireside program, broadcast over the National Broadcasting network last Sunday. Gene Tunney will appear Nov. 25th on the program with the subject "A Man Must Think." Other programs include Robert L. Ripley, Dec. 2nd, Sidney Howard and Katharine Cornell, Dec. 9th, Henry A.

Wallace, Dec. 16th, and a Christmas program from Harvard Dec. 23rd. The programs are organized and arranged by Sherman Mitchell, organizer and director of the National Home Library Foundation. Reprints of the complete programs as given each week may be secured free through the office of the *Publishers' Weekly* or the National Association of Book Publishers.

#### A Little Fan Mail Would Do a Lot of Good

THERE SEEM TO BE many indications that the knack of broadcasting about books has become much more skillful than formerly. Perfunctory book comment never did hold an audience, but gradually people have been found who know how to make the discussion of books sound as interesting over the air as it does around a friendly table.

As the season of such broadcasts is at its peak there ought to be a very definite part for booksellers to play, that is, cooperating carefully with well-planned broadcasts and taking full advantage of the interest stimulated. It would be a good thing too if they would ask those customers who have shown interest in broadcasting programs to write and express their appreciation (or criticism) to the broadcasting station, so that the successful book talks may be continued and the unsuccessful discouraged. A little "fan" mail would do a lot of good.

#### Your Home Is Known by the Books You Own

THIS WAS THE SLOGAN, finally chosen by the Joint Board in its meeting last Tuesday, to be used by publishers and booksellers to encourage the home ownership of books, and the building up of home libraries. All publishers and booksellers are urged to use this slogan in as many ways as possible, so that the public will become familiar with it and understand what it connotes. Two committees have been formed at the National Association of Book Publishers to work on the advertising and publicity. The advertising committee is headed by Charles Denhart, and also includes Aaron Sussman, William C. Weber, and J. A. McKaughan. The publicity committee, headed by Jane Terrill, includes Ramona Herdman. Henry Hoyns is the head of this campaign for home libraries.

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## News of the Week

#### Retail Code Amended

Except for the few sections superseded by Schedule B, the General Retail Code governs booksellers just as much as any other retailers. It is important therefore for booksellers to keep up with amendments which are made to the general Code. Several recent amendments governing hours, lotteries, and combination sales have been approved. amendment allows any store to reduce its store hours for any three consecutive months, without reducing employees' wages. Another sets a limitation on the number of persons in any establishment who may work unlimited Another amendment prohibits the sale of merchandise on the lottery plan or the offering of prizes in contests which involve chance. Still another sets rules for group sales. The General Retail Code, Registry No. 1625-2-02, may be secured for five cents a copy from the Superintendent of Documents, Government Printing Office, Washington, D. C. Full text of the amendments follows:

Article V, Section 3 (c) shall be amended to read as follows: "(c) Any establishment may for a period not to exceed three (3) consecutive months during the year, temporarily reduce its store hours but no employee's weekly wages shall be reduced during such period on account of such reduction of store hours."

Article V, Section 5 shall be amended to read as follows:

"Section 5. Limitation upon number of persons working unrestricted hours. Notwithstanding the provisions of the foregoing sections of this Article, and regardless of the number of persons otherwise permitted to work unrestricted hours, the total number of workers in any establishment (whether such workers are executives, proprietors, partners, persons not receiving monetary wages, or others) who shall be permitted to work unrestricted hours shall not exceed the following ratio, to be computed upon the average number of employees during the preceding twelve (12) months: In establishments comprised of twenty (20) workers or less the total number of workers who may work unrestricted hours (not including those workers specified in Sections 4 (a) and (b) of this Article) shall not exceed one worker for every five (5) workers or fraction thereof; in establishments comprised of more than twenty (20) workers the total number of workers who may work unrestricted hours (not including those workers specified in Sections 4 (a) and (b) of this Article) shall not exceed one worker for every five (5) workers for the first twenty (20) workers and shall not exceed one worker for every eight (8) workers above twenty (20)."

There shall be added to Article IX, Section 1 the following sub-section:

"(f) No retailer shall sell or offer for sale any merchandise upon a condition which involves a lottery, gamble, or element of chance, similar to what is commonly known as a 'Suit Club Plan,' provided, however, that this sub-section shall not apply to non-profit organizations not definitely constituted to carry on retail trade."

Article IX is hereby amended by adding a new Section as follows: Section 5, No retailer shall give, offer to give or cause to be given to any person, free of charge, any article of value or any service, when delivery of such article or the performance of such service is conditional upon said person taking part in any scheme of chance or in a contest unless such contest does not violate the lottery or gambling laws of the State or of the United States, and unless such contest in addition fulfills the following conditions:

(1) That the rules of the contest be clearly defined and strictly adhered to in making the awards thereunder.

(2) That the determination of the winner of such contest be not influenced by the laws of chance but by merit.

(3) That there be appointed, or selected, a sufficient staff of competent and disinterested persons to act as judges who shall give equal consideration to the suggestions of all entrants.

(4) That all employees of the establishment and their immediate families be declared ineligible to compete in such contest.

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There shall be added to Article VIII the following Section:

"Section 3. Combination or group sales—In group offerings or sales of merchandise the selling price of the group shall not be less than the sum of the minimum selling prices of the individual items of the groups as determined in accordance with Article VIII, Sections 1 and 2.

"In group offerings or sales of merchandise, where the selling price of one or more items of the group is indicated, the price indicated for each item or items, expressly or by inference, shall not be less than the minimum price of each item or items, as determined in accordance with Article VIII, Sections 1 and 2.

"Provided, however, this Section shall not be construed to apply to the use of bona fide premiums as provided for in Article VIII, Section 2 (c) of this Code.

"Provided, further, that this Section shall not apply to the sale of drugs, medicines, cosmetics, toilet preparations, drug sundries and/or allied items as defined in Schedule A, Section 1."

#### The Code Authority of the Trade Book Publishing Industry

UNDER ARTICLE III, RULE 2 of the Trade Book Publishers Code, the Joint Board of Publishers and Booksellers has been made the agent of the Code Authority for the purposes of the Rule, the following resolution having been passed at the meeting of the Code Authority held on November 2, 1934:

"RESOLVED, That the Joint Board of Publishers and Booksellers, as now constituted, be designated and appointed, until further action by the Code Authority, under the provisions of Article III, Rule 2, of the Trade Book Code, as the agency to administer, subject always to the approval of the Code Authority, the provisions of said Rule 2."

It is the intention of the Code Authority that the Joint Board shall continue to act in the same manner as in the past, notifying the Code Authority of the decisions which they may make.

Questions arising under this Section should

be submitted as in the past to the Joint Board direct and their decisions will be communicated to the interested parties direct.

Article III, Rule 2 of the Trade Book Publishers Code reads:

"Without special written permission of the Code Authority, or of some agency duly designated for such purpose by it, no cheaper edition than the original regular trade edition of any copyright non-fiction book may be issued until one year after its publication date in the United States, nor may a popular reprint thereof, to retail at one dollar or less, be issued until two years or more after date of its original publication without such permission."

#### Booksellers Code Assessments

BOOKSELLERS OF AMERICA:

We have been informed that the National Retail Code Authority will shortly send out an assessment for its second year through the local retail code authorities. The National Retail Code Authority has informed the National Booksellers Code Authority that

"It is not our intention to levy assessments on any stores whose principal business is the selling and renting of books as defined in Schedule B. We expect, however, to assess the book departments of stores whose principal line of business is the selling of merchandise. covered by the Retail Code other than books."

(Signed) National Retail Code Authority

In accordance with this decision, booksellers should not pay the local retail code authority if, through error, they are billed, but should hold the payment waiting the assessment of the National Booksellers Code Authority, approval of which is expected shortly.

Please note that the budget of the National Booksellers Code Authority makes allowance for turning over a portion of the amount collected to the local retail code authorities for their work in helping enforce Schedule B.

(Signed)
National Booksellers Code Authority
CEDRIC R. CROWELL, Chairman.

#### Fire Destroys Judd Bookstore

FIRE COMPLETELY GUTTED the building occupied by the Edward P. Judd Company in New Haven, Connecticut, on November 15th,

destroying a stock of books and stationery worth many thousands of dollars. The Judd Company is one of the oldest bookstores in the country and was celebrating its 75th anniversary this year. Carita Judd, president and treasurer, is the granddaughter of the founder, Edward Payson Judd. The stock of 82,000 volumes that was destroyed by the fire included one of the most complete staple stock collections in the country. Bookkeeping records and the lending library file, fortunately, were saved. The amount of the damage has been estimated at \$40,000 and the store carried fire insurance which completely covered the loss. As soon as a new location can be found, Miss Judd will open a new store so as to be ready for Christmas business. At present a temporary office has been set up at 100 College Street. Publishers are requested to send complete catalogs in duplicate for the selection of new stock. They should be addressed to P. O. Box 1890, New Haven, Conn.

#### Attention to Post Office Rulings Will Save Time and Money

CAREFUL ATTENTION to the regulations of the Post Office Department for bulk mailings of third-class matter (catalogs and printed matter) will save booksellers both trouble and money. The most recent explanation of the conditions governing the acceptance of bulk mailings under section 562 of the Postal Laws and Regulations states that each mailing must consist of not less than either 20 pounds or 200 pieces of third-class matter. Each separately addressed piece must weigh not exceeding 8 ounces and all the pieces in each lot must be identical as to size and weight. Separately addressed pieces may contain several enclosures, but they must be uniform in weight and contain the same number of enclosures. The rate of postage for circulars and other miscellaneous printed matter is 12 cents a pound unless there are more than 12 pieces to the pound, when the rate is 1 cent apiece. The rate for books and catalogs of 24 pages or more is 8 cents a pound, unless there are more than 8 pieces to the pound, when the rate is I cent apiece.

Third-class matter may be mailed in bulk in one of three ways: it may be mailed without postage stamps affixed as either metered or unmetered permit matter, the postage being paid in money and the permit indicia printed on the matter; it may be mailed with precanceled stamps, or it may be mailed with precanceled government stamped envelopes under permit. A permit to mail third-class matter without stamps as unmetered mail may be secured for a fee of Under this permit the envelope or wrapper must have printed in the upper right-hand corner the permit indicia, in one of three prescribed forms. Each mailing must be accompanied by a statement on Form 3602, which may be secured from the Post Office. Postage in full on the entire quantity must be paid at or before the actual mailing. It is possible to make a deposit with the postmaster to cover several mailings, but if the amount on deposit is not sufficient at any time to cover the postage on one entire mailing, the excess will be held until an additional deposit is made.

To mail with precanceled stamps, the inscription "Sec. 562, P.L. and R." must be printed or hand stamped in the upper right-hand corner of the address side of the piece immediately above or below the precanceled stamp. Precanceled stamps may not be used at any post office other than the one the name of which appears on the stamp.

Precanceled one-cent Government stamped envelopes are supplied on requisition for use by mailers who have been given permits to use them to mail third-class matter.

Regardless of the manner in which the mailing is made, the pieces are not to be postmarked, may not be registered or insured or sent C.O.D., and should bear in the upper left-hand corner the name and address of the sender. When it is desired to have undeliverable matter returned, the words "Return Postage Guaranteed" should appear under the sender's address. In every case the person making the mailing must separate the pieces and tie them into separate packages when there are as many as 15 pieces for any post office in any mailing. Properly labeled states packages must be made whenever there are as many as 15 pieces for any one state. The mailing must be done at the post office or station designated by the post-

Anyone contemplating mailing third-class in bulk should communicate with his local postmaster before making his preparations, as there may be special local conditions which must be observed. A

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## An Interview with Sir Charles Marston

Archeological Research, Supported by Sir Charles, Has Given Scientific Proof to Biblical History

WE TOOK A TRIP on the Time Machine last week. Our pilot was Sir Charles Marston, F.S.A., and our destination was the year 1400 B.C., the year of the fall of Jericho. Charles is a British manufacturer. amassed a fortune making Sunbeam bicycles; he was awarded a knighthood for his activity in British politics; he is responsible for excavations in Palestine which have apparently given scientific proof to the historical accuracy of the Old Testament. It was the latter accomplishment that led to our interview with him, for he has just published in this country, through the Fleming H. Revell Company, an account of his discoveries called "New Bible Evidence." This is Sir Charles' hobby-establishing not the Divine origin of the Bible, but its accuracy as an historical document.

Sir Charles is a native of Staffordshire. From early youth he has been a student of the Bible. It runs in his blood, he says; one of his ancestors founded a trust for the free distribution of Bibles. About ten years ago he gave up politics to devote his time and his means to a hobby he had long had in mind: the promotion of expeditions to excavate in Bible lands. What he was after, he did not know. Archaeological expeditions, he says, are always a lottery, and you never know what you will find. Sir Charles lent his first support to the Palestine Exploration Fund, of which he is now a member of the Executive. For four years this expedition dug at Ophel, outside Jerusalem, and while it excavated the famous Jebusite Wall, which is now one of the show places of Jerusalem, no complete picture was obtained. But while this was going on Sir Charles met Professor Garstang who was then Director of Antiquities to Palestine and one of the foremost two or three archeologists in Palestine. Professor Garstang has recently discovered the site of the ancient city of Hazor in Northern Palestine, and from the system of dating by the use of pottery which had just come into use had been able to place the destruction of the city in the Late Bronze Age, some-



Sir Charles Marston

time between 1600 and 1200 B.C. This interested Sir Charles so much that he joined forces with Professor Garstang for further excavations, Sir Charles supplying the funds, Professor Garstang supervising the work. The next excavation was due south of Hazor at the ancient city of Ai, which was found to have been destroyed at the same time. This so interested them that they decided to make a trial dig on the site of ancient Jericho. They dug—and reached the same conclusion, that Jericho had been destroyed at approximately the same time as Hazor and Ai, in spite of the fact that chronology then current placed the destruction not earlier than 1100 B.C.

For the next five winters Professor Garstang, supported by Sir Charles, excavated in Jericho. At the end of that time they had a complete picture of the city and they were able to place the date of the destruction very definitely within a few years of 1400 B.C.—a date that fits the whole chronology of the Old Testament from Abraham to Rehoboam. To support this conclusion, Sir Charles says, there are more than a dozen separate checks.

All of the sites connected with Abraham in the Old Testament narrative are known. Excavations have been made at these sites and the potsherds found agree with the dates that would be reached by working back through the Old Testament chronology from the fall of Jericho in 1400 B.C. But beyond this there is a further check. Excavations in Babylonia at the ancient city of Kish by England's principal Assyriologist, Dr. Langdon, revealed cuneiform inscriptions among which were records of the monthly rising and setting of the planet Venus over a period of 21 years during the reign of the monarch Ammi-zaduga. Thus, with the help of astronomers it was relatively simple to set the exact date of Ammi-zaduga's reign. Other research has conclusively shown that Hammurabbi, the great Babylonian monarch, was the fourth monarch before Ammi-zaduga. Now, says Sir Charles, the 14th chapter of Genesis begins "And it came to pass in the days of Amraphel, king of Shinar . . . " and Amraphel has been identified with Hammurabbi. This gives a perfect placement for the time of the 14th chapter of Genesis, and this time agrees exactly with the date derived from the Jericho data. Q. E. D.!

Sir Charles has little use for the so-called "higher criticism" of the Old Testament. His excavations, he says, have done to what is known as scientific criticism of the Bible what Einstein's theory of relativity has done to the science of physics. The "higher criticism" holds that the books of Moses were first put into writing about the year 621 B.C. Before this time, the critics hold, the stories were passed along by word of mouth. But, says Sir Charles, excavations have now shown that there was alphabetical writing in the peninsula of Sinai as early as 1300 B.C., long before the earliest Phoenician writing! In the year 1400, evidence shows, there was an attempt to reproduce the Hebrew alphabet in cuneiform characters, so there is no reason to hold that it was necessary to pass history along by word of mouth. And there is even more evidence. Writing has been excavated in Jericho which not only tells of the invasion of a band of Habirus (Hebrews) but which actually mentions the name of Joshua.

Sir Charles is now devoting his life to the dissemination of this knowledge. He wants to spread the word of his finding and thus show how the theories of the higher critics

have been outmoded in the light of archeological discovery. So he has written "New Bible Evidence" and he urges everyone who wants the real truth to read it. He has made the round trip across the Atlantic 35 times. Now, every time he arrives, he is met by reporters who have found that his discoveries make news the public wants to read.

#### W.N.B.A. to Meet

THE WOMEN'S NATIONAL BOOK ASSOCIATION will meet at the Hotel Pennsylvania on Tuesday, November 27th. Reports of the year 1934 will be given, followed by the election of officers for 1935. The general subject of the evening will be "Book Promotion." The speakers: Margery Griesser, Executive Secretary of the National Association of Book Publishers, "The Origin and Purpose of Book Week"; Carolyn Marx of the World Telegram, "Book Publicity in the Newspapers"; Mrs. Florence Bowers of E. P. Dutton & Co., "Book Publicity from the Publishers' Point of View."

## First-Class Mail A DIFFERENCE OF OPINION

New York Herald Tribune 230 West 41st Street, New York October 31, 1934.

Editor, Publishers' Weekly:

In view of the fact that The Publishers' Weekly has taken quite an interest in The New York Times' survey to determine the reader interest in the different papers and magazines, I am sure that you'll be interested in the results of a survey which I have just made with the bookstores who are connected with the Herald Tribune Bookstore Plan.

My survey was made to determine how many bookstores in the group took out all postcards addressed to publishers which were inserted in books. The results are as fol-

73% remove all postcards

10% sometimes do and sometimes do not

17% leave the postcards in.

This, to me, proves that The Times did not take into consideration the preferences of the customers of at least 73% of this important group of booksellers. Any survey which leaves this group out is, in my opinion, not truly representative.

RICHARD F. FULLER

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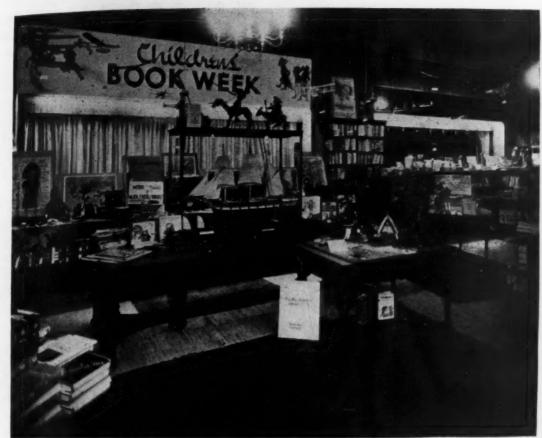
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This photograph shows how much can be done with a hobby show in a small space. It is the interior of the Lord & Taylor Book Shop during Book Week. Hanging from the ceiling are model airplanes, in the foreground is a model campsite made by Edwin T. Hamilton, on the big table are model ships and trains, and books made by children, while in the rear are tables displaying tin-can jewelry, batiks and paintings by children

#### News from Publishers

PEOPLE ARE CONSTANTLY asking Morrow if the novel "Lost Horizon" has anything to do with the play "Lost Horizons" which opened on Broadway this fall. The answer is "no." The play was written three years ago—the novel a year and a half ago. The play is American—the novel, English. There is no similarity between the two.

#### 烂 烂

Alfred H. King has brought out a new edition of James Hilton's "Rage in Heaven," originally published in 1932. The price has been changed from \$2 to \$2.50.

#### 光 光

We've heard a lot about the books different people would take with them on a desert island. Here's a new angle—the books a man did enjoy, not on a desert island but imprisoned underground for five months, alone, at the Greenland Ice Cap Station. The man was Augustine Courtnauld and his account is found in "Northern Lights" by F. Spencer Chapman which was reissued in a new, cheap edition on November 1st by Oxford. Courtnauld says, "My own library consisted of one book, as I had not expected to be staying when I set out from the Base; but fortunately my predecessors had left a very good assortment. The ones I remember most enjoying were 'Vanity Fair,' 'Guy Mannering,' 'Jane Eyre,' 'The Forsyte Saga,' 'Kidnapped,' 'The Master of Ballantrae,' and Whitaker's Almanac. There were times when the Bible made very good reading."

烂 烂

More statistics about the relative place of book sales in the general scheme: for every bookstore in the country there are 100 grocery stores, 59 gasoline stations, 49 restaurants, 19 drug stores, 13 automobile sales rooms, 8 hardware stores, 6 women's apparel shops, 6 furniture stores, 2 soft-drink stands and 3 florists. These figures come from Ruthrauff

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William M. Poole

Mr. Poole, formerly connected with G. P. Putnam's Sons, has joined the editorial staff of Robert M. McBride & Co. He will work primarily with literary agents and the firm's authors, while Tay Hohoff will have editorial supervision of the manuscripts and will have charge of publicity

and Ryan, advertising agents, by way of Reynal & Hitchcock, who add that the total number of purchasers of the average novel do not equal the number of Fords which come off the assembly line in a single day.

#### 姓 线

The second annual award of the Prix Femina Americain was made last week to Caroline Miller for her Pulitzer Prizewinning novel "Lamb in His Bosom." The award carries no cash prize but consists in having the winning book translated into French and published in France under the auspices of the Prix Femina Committee. The first Prix Femina Americain was awarded to Willa Cather last year for "Shadows on the Rock." A reciprocal award to a French author will be made next month.

#### 奖 线

There's opportunity for a special holiday sale in "A Plantation Christmas" by Julia Peterkin, just published as a Christmas gift book by Houghton Mifflin, with illustrations by David Hendrickson.

#### 災 线

The Bobbs-Merrill Company will move its New York office to larger quarters on the 16th floor of 468 Fourth Avenue, at the corner of 31st Street, on December 1st. Since 1916 the New York offices have been at 185 Madison Avenue.

#### 災災

Carolyn Coggins, who was formerly with George W. Jacobs & Company in Philadelphia, has joined the staff of the New York Herald Tribune to do publicity work for Books.

#### 烂 烂

The firm name of Claude Kendall has been changed to Claude Kendall & Willoughby Sharp, Inc. Willoughby Sharp has been one of Kendall's most popular authors, having written "Murder in Bermuda" and "The Murder of the Honest Broker." The expanded offices will remain at 70 Fifth Avenue.

#### 災災

A. Bradlee Emmons, of Brookline, formerly associated with the Merrymont Press, has joined the staff of Lothrop, Lee & Shepard Company as head of the Manufacturing Department. Mr. Emmons is a graduate of Harvard College and the Harvard Graduate School of Business Administration. He has been associated with the Book Department of Jordan Marsh Company and Bruce Humphries, Inc., of Boston. He also reviews books for the Boston Evening Transcript.

#### 火 火

An arrangement has been made between John Day and Reynal & Hitchcock whereby, beginning December 1st, the increase on John Day books will be similar to that employed on the Atlantic Monthly Press publications issued by Little, Brown. The separate ownership and capital structure of the two firms are unchanged. The books will be sold by Reynal & Hitchcock.

#### 415 41

A. Kroch, the Chicago bookseller, thinks so highly of "For the Love of Books: The Adventures of an Impecunious Collector," by Paul Jordan-Smith, book review editor of the Los Angeles *Times*, that he is giving away a special edition of 500 copies as a Christmas present. Oxford published the book on November 15th, with the first edition sold out and a second printing ordered six days before publication.

#### 災 災

Louis Paul is the winner of the \$300 first prize of the O. Henry Memorial Awards for 1934, with his short story "No More Trouble LY

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for Jedwick." Second prize of \$200 has been awarded to Caroline Gordon for "Old Red" and a special prize of \$100 goes to William Saroyan for "The Daring Young Man on the Flying Trapeze." The judges this year were Suzanne LaFollette, John Erskine and Burton Rascoe. Doubleday will publish the "O. Henry Memorial Award Prize Stories of 1934," edited by Harry Hansen on November 21st.

災 災

Ray Long and Richard R. Smith, Inc., which has been in the process of reorganization for a period of seven months, is going ahead with a full publishing program. "A Woman's Best Years: The Art of Staying Young" by W. Beran Wolfe, M.D., is the first book on the new list.

災 災

Norman Taylor, editor for Botany of the new Webster's Dictionary, has been engaged by Houghton Mifflin as editorial and promotion adviser in the field of garden books and others in the realm of natural science and outdoor life. With Mr. Taylor's cooperation the publishers contemplate more active publication of books on gardening, flowers, insects, geology, exploration, and kindred subjects including tree books and forestry. Mr. Taylor will carry on his work at the New York office of Houghton Mifflin Company.

災 災

Harold Kinsey did one of those recordbreaking, double-quick publishing stunts in the publication of Mary Pickford's "Why Not Try God?" He received the manuscript on October 12th, and the book was on sale in the bookshops on November 9th. The first edition was sold out in eight days, the second edition is now about gone, and a third edition is on the press.

災 災

Harriet Anderson's book page which runs every month in the Woman's Home Companion, in the December issue gives under the heading "Saint Nicholas Packs a Book," gives a well-balanced Christmas list. Here are children's books, hobby books, non-fiction, and a small but choice group of fiction. Harriet Anderson, with Carol Fleming, manages the Channel Bookshop on Park Ave., New York.

#### New Shops

New Haven, Conn.—Philip J. Lapides will open a bookshop, dealing in new and second-hand books, at I Fayette Street on December 1st. He requests publishers' catalogs.

New York City—A new shop, carrying a representative collection of second-hand, rare and out-of-print books, was opened under the name of Mosk's Book Store at 45 Fourth Ave. S. Moskovitz is the proprietor.

#### Changes in Address

Westfield, N. J.—The R. B. S. bookstore has moved from 259 Prospect St. to 526 Highland Ave. Alice F. B. Spalding is the manager.



A hobby horse, lent by Childhood, Inc., was the center of the Macmillan Book Shop's Book Week window. The four panels in the background are made from jackets. One is of books on animals, one of Books of Things to Make and Do, one of Books on Mechanics and one of a selection of books which tie up with the slogan "Ride the Book Trail"

## Market News

#### Out This Week

L'AIGLON, by Edmond Rostand, adapted by Clemence Dane. Doubleday, Doran, \$1.75.

CHALLENGE, by Upton Close. Farrar & Rinehart,

DORÉE, by Fanny Heaslip Lea. Dodd, Mead, \$2.

FARM BOY, by Phil Stong. Doubleday, Doran, \$2.

HOBBIES FOR EVERYBODY, ed. by Ruth Lampland. Harper, \$3.

LITTLE ORVIE, by Booth Tarkington. Doubleday, Doran, \$2.50. 

MOBILIZING FOR CHAOS, by O. W. Riegel. Yale University Press, \$2.50.

MY OWN STORY, by Marie Dressler. Little, Brown, \$2.50.

OFF WITH THEIR HEADS! by Peggy Bacon. Mc-Bride. \$3.

O. HENRY MEMORIAL AWARD PRIZE STORIES OF 1934, ed. by Harry Hansen. Doubleday, Doran, \$2.50.

THE OUTLINE OF CONTRACT BRIDGE, by Louis H. Watson. Grosset & Dunlap, \$1.

A PIN TO SEE THE PEEPSHOW, by F. Tennyson Jesse. Doubleday, Doran, \$2.50.

POEMS FOR YOUTH, by Emily Dickinson. Little,

THE RIDDLE OF JUTLAND, by Langhorne Gibson and Vice-Admiral J. E. T. Harper. Coward-McCann, \$4.

ROB ROY, by Constance Lindsay Skinner. Macmillan, \$1.75.

THE SECRET OF VICTORIOUS LIVING, by Harry

Emerson Fosdick. Harper, \$1.50. STRANGER THAN FICTION, by "The Voice of Experience." Dodd, Mead, \$1.

A VILLAGE IN A VALLEY, by Beverley Nichols. Doubleday, Doran, \$2.50.

WAR MEMOIRS OF DAVID LLOYD GEORGE; v. 4, 1917. Little, Brown, \$4.

THE WINTER DIVERSIONS OF A GARDENER, by Richardson Wright. Lippincott, \$2.50.

THE WORLD OUTSIDE, by Hans Fallada. Simon & Schuster, \$2.50.

YONDER SAILS THE MAYFLOWER, by Honoré Morrow, \$2.50.

The text of the play in which Eva Le Gallienne and Ethel Barrymore are now appearing in New York.

A well-known author and lecturer interprets Japan, past and present.

A modern romance by a very popular writer of light fiction.

A delightful juvenile by the author of "State Fair" and other novels. Illustrations by Kurt Wiese.

Expansion of some of the most popular radio broadcasts arranged by the editor for N. B. C.

"Little Orvie" should be as popular as "Penrod." D. D. has a two-color poster with a drawing by George Drehm, also special displays on request. National advertising. Some episodes appeared in

part in the Saturday Evening Post.

A startling expose of the ways in which propagandists, especially war propagandists, guide and control news outlets, including press and radio,

throughout the world.

The autobiography of the beloved movie actress who died a short time ago. Abbreviated version appeared in Redbook under the title, "Life Begins at Sixty.'

Caricatures of well-known Americans, with amusing

prose sketches by the artist. D. D. plans a good ad. campaign, emphasizing especially the new authors to appear in this 16th annual volume. Louis Paul's "No More Trouble for Jedwick" is the prize story.

Including both the bidding and the play of the hand.

A long novel about an English shop-girl during the war and afterwards. D. D. will advertise in the Saturday Peview and daily Times and Herald Tribune.

A charming book of selected poems, illustrated by George and Doris Hauman.

The drama of the decisive naval battle of Jutland during the World War. C .- McC. is publicizing the volume.

Andrew Jackson is a character in this good story of frontier days in Tennessee for boys and girls. Sermons by the noted pastor of Riverside Church

in New York.

Human stories which have come to the attention of the radio broadcaster known as "The Voice of Experience."

In the same charming style and format as his earlier books, "Down the Garden Path" and "A Thatched Roof." The three volumes are offered, boxed to gether, for \$7.50.

Essential for owners of the first three volumes.

These essays on gardens and gardeners of the past make a fine Christmas gift for the amateur gardener or garden lover.

The dilemma of a discharged prisoner—a much longer novel than "Little Man, What Now." S. & S. had a 9,000 advance.

A story of the Pilgrims during the five weeks before the Mayflower sailed.

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## Market News

## Some Best Sellers of the Week

SO RED THE ROSE, by Stark Young. Scribner, \$2.50.

GOOD-BYE, MR. CHIPS, by James Hilton. Little, Brown, \$1.25.

MARY PETERS, by Mary Ellen Chase. Macmillan, \$2,50.

PITCAIRN'S ISLAND, by Charles Nordhoff and James Norman Hall. Little, Brown, \$2.50.

THE FOLKS, by Ruth Suckow. Farrar & Rinehart, \$2.

EXPERIMENT IN AUTOBIOGRAPHY, by H. G. Wells. Macmillan, \$4.

WHILE ROME BURNS, by Alexander Woollcott. Viking Press, \$2.75.

FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover. Houghton Mifflin, \$3.50.

WINE FROM THESE GRAPES, by Edna St. Vincent Millay. Harper, \$2.

NEW FRONTIERS, by Henry A. Wallace. Reynal & Hitchcock, \$2.

CITY EDITOR, by Stanley Walker. Stokes, \$3.

N. Y., Washington, Atlanta, Chicago, St. Louis and New Orleans stores report it their best seller in the *Times*. First on the *Herald Tribune* list. The American News Co.'s fiction leader.

Listed by five cities in the *Times*, second in St. Louis and New Orleans. Second in the *Herald Tribune*, third on the Chicago *Daily News* list. Has just passed the 65,000 mark.

Best seller at six San Francisco stores, second in Boston. Third on the *Herald Tribune* and American News Co. lists.

Boston's leader, second in N. Y. and San Francisco. Second in sales at the American News Co.; 35,000 printed.

Second in sales in Washington stores, fourth in Chicago, fifth in Atlanta and St. Louis.

Boston, Chicago, New Orleans and San Francisco report it their non-fiction leader in the *Times*.

The best seller in N. Y. and Philadelphia stores according to the *Times*. First on the *Herald Tribune* list. Christmas orders are coming in hot and heavy at Viking, where the biggest week yet was recorded with the sale of 4,160 copies.

The best seller at four St. Louis stores, second in New Orleans and San Francisco. Second in sales at the American News Co.

N. Y. and Philadelphia stores report it second in sales.

Continues as the leading non-fiction title in Washington stores.

Best selling non-fiction title at the American News. N. Y., Philadelphia and Washington list it in the *Times*.

## Candidates for the Best Seller List

WHEN YELLOW LEAVES, by Ethel Boileau. Dutton, \$2.50.

CAPTAIN CAUTION, by Kenneth Roberts. Doubleday, Doran, \$2.50.

NOW IN NOVEMBER, by Josephine Johnson. Simon & Schuster, \$2.

WOMEN MUST WORK, by Richard Aldington. Doubleday, Doran, \$2.50.

FEBRUARY HILL, by Victoria Lincoln. Farrar & Rinehart, \$2.50.

R. E. LEE, by Douglas S. Freeman. Scribner, \$7.50.

CANTERBURY TALES, il. by Rockwell Kent.

LOST PARADISE, by Robert P. T. Coffin. Macmillan, \$2.50.

RUSSIA'S IRON AGE, by William Chamberlin.

Reported by N. Y., Boston, Washington, New Orleans and Chicago stores.

Selling well in N. Y., Boston and Phlladelphia. Second printing.

Continuing good sales in St. Louis and the midwest.

Philadelphia and Washington are the first cities to report it a leader.

Young Books, New York, discovered this book before publication and has been selling it enthusiastically. A best seller in Brentano's, N. Y. Third printing.

Reported by Philadelphia, Atlanta and St. Louis in the *Times*.

Second in non-fiction sales at Brentano's, N. Y.

Second in non-fiction sales in Boston stores reporting to the *Times*. Seven stores listed it in the *Herald Tribune*.

Selling well in Boston and Washington. Second printing.

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## The Weekly Record

#### Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

-		Dr: Drama Ec: Economics	Hi: History Ju: Juveniles	Po: Poetry Re: Religion	Sp: Sports Tr: Travel
_	0 1	Fi: Fiction	Mu: Music	Sc: Science	AL. Havel

Anonymous
Service wife. D (Popular copyrights) '34 N. Y.,
Macaulay
75

Ars typographica; v. 1, no. 4; ed. by Frederic W. Goudy. 5op. il. F '34 N. Y., Press of the Woolly Whale pap., 2.50 Containing articles and poems on books and typography by Frederic W. Goudy, Bliss Carman, Christopher Morley, Richard Le Gallienne and others.

Art and sculpture of James Edward Kelly, Ar 1855-1933. 42p. il. O c. '34 N. Y., Robert Bruce, Lock Box 76, Wall St. P. O. 2.00 Notes on the life and work of this artist with illustrations of his work in many media, especially bronze.

Ayers, Captain John H. and Bird, Carol
Missing men; the story of the Missing Persons
Bureau of the New York Police Department; foreword by Alfred E. Smith. 304p. O (Star b'ks) [c.
'32] Garden City, N. Y., Garden City Pub Co. 1.00

Ayres, Ruby Mildred [Mrs. Reginald William Pocock] Fi All over again. 306p. D '34, c. '33, '34 Garden

City, N. Y., Doubleday

The story of Judy who discovered after she was married to Geoffrey that she really loved Ivar, her first love.

Bacon, Peggy

Off with their heads! [il. by the author]. no p. il. (pors.) F [c. '34] N. Y., McBride 3.00

Sketches and caricatures of about forty American celebrities. Accompanying the portraits are the informal, amusing and shrewd word portraits which the artist jotted down while making her preliminary

Bailey, Temple
Enchanted ground. 336p. D (Popular copyrights)
[c. '33] N. Y., Grosset

Bailey, Thomas A.

Theodore Roosevelt and the Japanese-American crises; an account of the international complications arising from the race problem on the Pacific coast. 362p. (6p. bibl.) D [c. '34] Stanford Univ., Cal., Stanford Univ. Press

3.00

A detailed study of an important period in Japanese-American relations, the years from 1905-1909.

Barber, Joel Sp Wild fowl decoys. 176p. il. (col.) Q (Windward House) '34 N. Y., Derrydale Press 6.00

From then till now; anecdotal portraits and transcript pages from memory's tablets. 550p. il. 0 c. N. Y., Appleton-Century 4.00
These reminiscences of an author and editor's full and varied life provide interesting sidelights on important events and personages in Europe and America during the past sixty years.

Barrie, Sir James Matthew, bart. Fi The little minister [photoplay ed.]. 327p. il. 0 [n.d.] N. Y., Grosset

Barrows, John R.

Ubet. 278p. il. D c. Caldwell, Id., Caxton Printers

The author's early years on the Montana frontier, portraying pioneer life now vanished.

Bartlett, John
Familiar quotations; 10th ed., rev. and enl. by
Nathan Haskell Dole. 1473p. O [c. '75-'19] N. Y.,
Blue Ribbon B'ks

Baxter, George Owen

Red devil of the range. 320p. D [c. '34]

Macaulay

Young Everard Winton and his wild range horse, when

Young Everard Winton and his wild range horse, the Red Pacer, proved to be a great combination when they took the side of the law against Carson Jimmy's gang.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl.. nar., designate square, oblong, narrow.

indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

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Tr Bell, Mrs. Euphemia Young Beautiful Bermuda; the standard guide to Bermuda; 7th ed., rev. 273p. il., maps (pt. col.) S 34 N. Y., Beautiful Bermuda Pub. Co., 425 5th 1.50; pap., 1.00; road map, .50

Bennett, H. Practical everyday chemistry; how to make what you use; no theory-practical modern working formulae for making hundreds of products. 320p. (2p. bibl.) O c. N. Y., Chemical Pub. Co., 175 5th Formulas and directions for making cosmetics, beverages, inks, polishes, soaps, etc., etc.

Bennitt, Chandler Essays in meaning and actuality [psychology]. 103p. D '34 N. Y., Hidden Press, 120 Broadway

Berle, Adolf Augustus, jr. and Pederson, Vic-Ec toria I. Liquid claims and national wealth. 264p. (5p. bibl.) diagrs. O c. N. Y., Macmillan 2.50 An explanatory study in the theory of liquidity.

Blakeslee, George Hubbard Conflicts of policy in the Far East. 56p. front. (map) D (World affairs pamphlets no. 6) '34 N. Y., Foreign Policy Ass'n, World and Peace Found.

A study of the present tangled affairs of China, Japan and other nations.

Boleslavski, Richard and Woodward, Helen Rosen [Mrs. William E. Woodward]

Lances down; between the fires in Moscow. 333p. 0 (Star b'ks) [c. '32] Garden City, N. Y., Garden City Pub. Co. 1.00

Bond, Agnes Davenport Rainbow trails. 96p. il. D [c. '34] Dallas, Kaleidograph Press

Bowman, Karl Personal problems for men and women. D (Psychology dollar b'ks) '34 N. Y., Greenberg 1.00

Burroughs, Prince Emmanuel, D.D. The grace of giving. 125p. D [c. '34] Nashville, S. S. B'd of So. Bapt. Convention

.60; pap., .40 A textbook for Sunday school workers.

Campbell, Reginald John, D.D. The story of Christmas. 295p. il. O c. N. Y., Macmillan How Christmas has been celebrated from ancient times to the present, including many Christmas carols, plays and stories. Carter, Isabel Hopestill Shipmates; a tale of the seafaring women of New 319p. O [c. '34] N. Y., William R.

Scott, 248 W. 11th St. 2.50
The story of Elizabeth Sparrow of Bath, Maine, whose married life was spent at sea aboard her husband's windjammer.

Catholic Missal (The); being a translation \* Re of the Missale Romanum, arranged for daily use by Rev. Charles J. Callan and Rev. John A. McHugh. 1247p. il. S [c. '34] N. Y., P. J. Kenedy 3.00-7.00, bxd.

Chambers, Whitman Murder for a wanton. 289p. D (Crime club) '34, c. '33, '34 Garden City, N. Y., Doubleday 2.00
Ernie Hymes, a young newspaperman, solves the
strange murders of three members of the queer, wealthy
Lampier family and saves Lorraine Lampier from a

Christensen, Norman V. Prize baby. 301p. '34 Bost., Christopher 2.50

similar fate.

Close, Upton, pseud. [Josef Washington Hall] Challenge: behind the face of Japan. 419p. il., maps O [c. '34] N. Y., Farrar & Rinehart 3.00
A square, analytical look at the face of modern
Japan, a country that is and will be vastly important
in the field of international relations.

Clyde, Nathana L. Re Discovering God in the beautiful; units of guided experience for the intermediate group; leaders' manual. 205p. (bibls.) O (Cooperative ser. of vacation church school texts) [c. '34] Phil., Judson Press

Coffin, Lewis A., ed. American country houses of today, 1935. 16op. il., diagrs. Q '34 N. Y., Architectural B'k Pub. Co.

Collison, Wilson One night with Nancy. D (Popular copyrights) '34 N. Y., Macaulay .75

Commons, John Rogers Myself. 208p. il. (pors.) D c. N. Y., Macmillan

The autobiography of an economist and professor in the University of Wisconsin.

Connett, Eugene V. Fishing a trout stream; lim. numbered ed. 148p. il. O '34 N. Y., Derrydale Press

Corzine, J. L. Looking at learning. 126p. (bibl. footnotes) D [c. '34] Nashville, S. S. B'd of So. Bapt. Conven-.60; pap., .40 For Sunday school teachers.

Aurand, Ammon Monroe, jr.

Aurand, Ammon Monroe, jr.

A bibliography of Notes and queries: historical, biographical and genealogical: relating chiefly to interior Pennsylvania, 1878-1900; The works of Dr. William Henry Egle; Historical register, etc., etc. [lim. ed.]. 649. O c. Harrisburg, Pa., Aurand Press 3.00

Boston Conference on Distribution, 1934; a national forum for problems of distribution. 94p. Q c. Bost., Retail Trade B'd, Boston Chamber of Commerce, 80 Federal S. pap., 3.50

Husbands three; a comedy in three acts. 121p. diagr. (Baker's royalty plays) [c. '34] Bost., W. H. pap., .50

British year book of international law, 1934, The. 246p. (bibl.) O '34 N. Y., Oxford 6.00

Brown, Nelson Courtlandt Logging—principles and practices in the United States and Canada. 284p. O '34 N. Y., Wiley 3.50

Buchanan, Mrs. Frances Grant
The ladder of initiation [reincarnation]. 78p. il.
D [c. '34] [Los Angeles, Wetzel Pub. Co.] pap., 1.50

Clark, Charles Edward Cases on pleading and procedure; 1 v. ed. 927p. O (Amer. caseb'k ser.) '34 St. Paul, West Pub. Co. lea. cl., 5.50

Cotton, H. Design of electrical machinery. 487p. O '34 N. Y.,

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Coudenhove, Ida Friederike  The burden of belief; tr. [from the German] by Conrad M. R. Bonacina. 107p. D'34 N. Y., Sheed & Ward  An essay on religious doubt and faith.	The development of modern education in theory, organization and practice. 922p. D '34 N. Y., Prentice-Hall
Cross, Stewart This way to hell. D (Popular copyrights) '34 N. Y., Macaulay .75	Eden, Rob, pseud. [Robert Ferdinand Burkhardt and Eve Burkhardt, Adam Bliss, Rex Jardin, pseuds.]  Jennifer Hale. 246p. D [c. '34] N. Y., Grosset
Crowther, James Arnold Sc Ions, electrons, and ionizing radiations; 6th ed. 351p. (bibls.) il., diagrs. O '34 N. Y., Longmans	Jennifer Hale was wanted for murder in Los Angeles, so she fled in disguise even though she was innocent.  Erdman, Charles Rosenbury
Croy, Homer Fi Headed for Hollywood. D (Popular copyrights) '34 N. Y., Greenberg .75	The Epistle to the Hebrews; an exposition. 137p. S c. Phil., Westminster Press 1.00  Evans, Evan Fi
Daugherty, Sonia V. Medwedeff [Mrs. James Henry Daugherty] Ju The broken song. 278p. il. D c. N. Y., Nelson	Montana rides! 300p. D (Popular copyrights) [c. '33] N. Y., Grosset  Fagan, Elmer D. and Macy, C. Ward, eds. Ec
Russia before and during the World War and the Revolution is the background of this story for girls from 12 to 16.  Davis, Means	Public finance; selected readings. 972p. (bibl. notes) diagrs. O (Longmans' economics ser.) c. N. Y., Longmans  Selected readings which stress fundamental economic principles in their relation to the problems of public finance.
Murder without weapon. 298p. D c. N. Y., Smith & Haas  Detective Matt Higgins was called in to solve two mysterious hospital deaths which had reduced the hospital authorities to a helpless and terrorized state.  Dekobra, Maurice  Passion lighting the world. D (Popular copy-	Fallada, Hans, pseud. [Rudolf Ditzen] *Fi The world outside [tr. from the German by Eric Sutton]. 569p. O c. N. Y., Simon & Schuster 2.50 The story of Willi Kufalt, a petty thief, whose only real home is prison, who cannot adjust himself to the unfriendly world outside.
rights) '34 N. Y., Macaulay .75	Fundamentals of tabulation typing. 30p. Q [c.
Dern, Peggy  Love in the springtime. 288p. D (Arcadia House pub'n) [c. '34] N. Y., Godwin  Cicely Scott, a gay and frivolous débutante, finds peace, happiness and romance on a quiet island off	'34] Bost., Bruce Humphries lea. cl., 2.00 Field, Peter Fi Dry-gulch Adams. 282p. D c. N. Y., Morrow 2.00
Dickinson, Emily Norcross Ju	An exciting story of mystery and romance in early Colorado days.
Poems for youth; ed. by Alfred Leete Hampson; foreword by May Lamberton Becker; il. by George and Doris Hauman. no p. O '34, c. '18-'34 Bost., Little, Brown 2.00 Seventy-eight of Emily Dickinson's poems selected for children.	History of the State of New York; vs. 5 and 6. 393p.; 404p. (bibls.) il., map O (N. Y. State Hist. Ass'n pub'n) c. N. Y., Columbia Univ. Press buck., 50.00, set Volume 5, "Conquering the Wilderness," covers the
Dostal, W. A. Fi The hand of God; a novel. 229p. il. D c. N. Y., Benziger 2.00	western and northern expansion of the state during the half-century following the Revolutionary War. Volume 6, "The Age of Reform," treats the growth and triumph of democracy in the first half of the 19th century.
The story of a Catholic girl who regained the strong faith she had formerly had and saw her atheist husband become converted to Catholicism.  Dressler, Marie  Bi	Forkin, Katherine M.  Prelude; poems. 52p. D [c. '34] Dallas, Kaleidograph Press bds., 1.50
My own story; as told to Mildred Harrington; foreword by Will Rogers. 298p. il. O c. Bost., Little, Brown 2.50  The autobiography of the late Marie Dressler whose early popularity and success on the stage were followed by obscurity, only to be capped by outstanding achieve-	Fosdick, Harry Emerson Re The secret of victorious living; sermons on Christianity today. 253p. D c. N. Y., Harper Twenty-five sermons by the distinguished pastor of the Riverside Church, New York.
ment and fame in the movies.  Eastman, Fred [Richard Morse, pseud.] Dr Plays of American life. 266p. il. D c. N. Y., S. French Ten plays.	Fry, John Hemming  The revolt against beauty; the source and genesis of modernistic art. 223p. il. O c. N. Y., Putnam bds., 2.50  A strong denunciation of modernistic art.
[Eisele, Dorothy M.] Children's menus and recipes. 24p. (bibl.) D [c. '34] Cleveland, Western Reserve Univ. Nursery Schools, 2050 Abington Rd. pap., .50	Enclaves of economic rent for the year 1933; being a compendium of the legal'documents involved, together with a historical description by Charles White Huntington. 371p. il. (por.), maps, diagrs. D (Enclaves v. 14) '34 Harvard, Mass., Fiske Warren 4.00
"Tertium quid"; evolved and written as the origina- tion of (science as) knowledge amassed and applied. 159p. D c. '21-'34 St. Louis, Author, 3658 Easton Ave. pap., 2.50	Fiske, George Walter Problems of Christian family life to-day. 100p. (bibl.) D c. Phil., Westminster Press pap., .40

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NOVEMBER 24, 1934	1931
Fi Fi	Hamilton, Floyd E. Re
Gates, H. L.  Apartment hotel. D (Popular copyrights) '34	Basis of Christian faith; rev. ed. 348p. (bibl.)
N. Y., Macaulay .75	D '34, c. '27, '33 N. Y., Harper 2.25
Gibson, Langhorne and Harper, Vice-Admiral	Handy atlas of the world. 288p. maps (col.) D '34 Brooklyn, N. Y., C. S. Hammond & Co75
J. E. T. The riddle of Jutland; an authentic history. 433p.	Hansen, Harry, ed. Fi
(5p. bibl.) il., diagrs. O c. N. Y., Coward-McCann	O. Henry Memorial Award prize stories of 1934.
4.00	319p. D '34, c. '33, '34 Garden City, N. Y., Dou-
A detailed and authentic account of the Battle of	Among the outhors represented in the said
Jutland, decisive and famous naval battle of the World War, based on an examination of both the British and German records.	Among the authors represented in these nineteen prize stories are Louis Paul, William Saroyan, Pearl S. Buck, Erskine Caldwell, Walter D. Edmonds, William Faulkner, and T. S. Stribling.
Gray, Giles Wilkeson and Wise, Claude Mer- ton	Hawkins, William L. Fi
The bases of speech. 456p. (6p. bibl.) diagrs. D	Purple Dawson, rancher. 250p. D [c. '34] N. Y.,
N. Y., Harper 2.25	Phoenix Press, 443 4th Ave. 2.00 Purple Dawson had many exciting adventures when
A textbook for the fundamental speech course.	he tried to help Rand Medellon put an end to the
Greer, Hilton Ross and Barns, Florence Elberta,	cattle rustling along the Mexican border.
eds. Po	Herzog, Dorothy Intimate strangers. D (Popular copyrights) '34
New voices of the Southwest. 257p. D [c. '34]	N. Y., Macaulay .75
Dallas, Tardy Pub. Co. An anthology of southwestern verse.	Heyward, Du Bose Fi
	Peter Ashley. 316p. D (Popular copyrights) [c.
Grier, Elizabeth	'32] N. Y., Grosset .75
Accounting in the Zenon papyri. 90p. (5p. bibl.) Q.c. N. Y., Columbia Univ. Press 3.00	Holz, Margaret B.
A study of the accounting of the 3rd century B.C.	Mein erstes deutsches Buch. 466p. il., maps D
Groseclose, Elgin Ec	(Johnson's German ser.) '34 Richmond, Va., John-
Money: the human conflict; a survey of monetary	son Pub. Co.
experience. 313p. (8p. bibl.) O c. Norman, Univ.	Hopkins, Arthur John
of Okla. Press bds., 3.25	Alchemy, child of Greek philosophy. 272p. (2p.
A history of money from ancient times to the present day.	bibl.) il., diagrs. O c. N. Y., Columbia Univ. Press
	A history of alchemy.
Hall, Henry L.  Australia and England; a study in imperial rela-	Horton, Walter Marshall Re
tions. 331p. (41p. bibl.) O '34 N. Y., Longmans	Realistic theology. 217p. (bibl. footnotes) D c.
5.00	N. Y., Harper 2.00
Hallihuston Dishard To	The author believes that religion must be vitally
Halliburton, Richard Tr The Flying Carpet. 352p. il., maps O (Star b'ks)	into a realistic theology which would move politically
[c. '32] Garden City, N. Y., Garden City Pub. Co.	toward the left and religiously toward the right.
1.00	Huguenot exile in Virginia (A), or, *Tr-Hi
	Voyages of a Frenchman exiled for his religion,
Hallock, Gerard Benjamin Fleet, D.D., ed. Re Doran's ministers manual; a study and pulpit guide	with a description of Virginia and Maryland [tr.
for the calendar year 1935. 716p. O c. N. Y.	from the French]; ed. from the Hague edition of 1687 by Gilbert Chinard [lim. numbered ed.]. 189p.
Harper 2.00	(2p. bibl.) il., maps D c. N. Y., Press of the
	Pioneers 5.00
Hamilton, Mrs. Flora Brent Pous Humphrice	Hurst, Vida Fi
Sonnets. 73p. O c. Bost., Bruce Humphries bds., 2.50	Air stewardess. 250p. D [c. '34] N. Y., Grosset
A posthumous volume of connets in English and	1.00
French, including several sonnets by Edna St. Vincent Millay and Henri de Régnier.	The romance of an air stewardess who turned to flying after a thwarted love affair.
av avginer.	nying after a committee love and in
Gavin, Frank	O (III C Deat of Amilian)
The new idol. So D (New tracts for new times no	protection, 1934. 14p. O (U. S. Dept. of Agri. misc. pub'n no. 211) '34 Wash., D. C. [Gov't Pr. Off.;
name distribution of the state	Sup't of Doc.] pap., .05
Gerwig, George William	Hamilton, Edwin T. Coping saw carpentry; fifty seven articles everyone
The heart through art; a study of the emotions.  122p. S (School betterment studies, v. 4, no. 1) [c.  34] Pittsburgh Henry C Fride R.	can make [juvenile]. 49p. il., diagrs. F [c. 34]
	Cleveland, Harter Pub. Co. pap., .10
sion, 465 Union Trust Bldg. pap., gratis	Hartshorne, N. H. and Stuart, A.

, 465 Union Trust Bldg. pap., gratis

Ginsberg, Annie
Lessons in English essentials for junior high schools.

220p. O [c. '34] N. Y., Longmans pap., .60

Glascock, Eustace S. and Stringham, Emerson
Patent soliciting and examining; a guide to ex parte
Practice in the United States Patent Office. 743p. O
[c. '34] [Madison, Wis., Pacot Pub'ns, Box 94]
buck., 12.00

Grimes, Frank G., comp.
Officials and organizations concerned with wildlife

Hartshorne, N. H. and Stuart, A.
Crystals and the polarising microscope; a handbook for chemists and others. 28op. (bibl. footnotes) il., diagrs. O '34 [N. Y., Longmans] 6.00

Hathaway, Hanson
The Utopians are coming; a new interpretation of constitutional Americanism. 64p. front.' (por.) O [c. '34] [Hollywood, Cal., Cloister Press, 1608 Cahuenga Blvd.]

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Holzknecht, Karl J., comp.

A literary map of the British Isles. '34 N. Y.,

3.25 for 25 copies

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Coudenhove, Ida Friederike  The burden of belief; tr. [from the German] by Conrad M. R. Bonacina. 107p. D'34 N. Y., Sheed & Ward An essay on religious doubt and faith.	Eby, Frederick and Arrowood, Charles Flinn The development of modern education in theory, organization and practice. 922p. D '34 N. Y., Prentice-Hall 3.50
Cross, Stewart This way to hell. D (Popular copyrights) '34 N. Y., Macaulay .75	Eden, Rob, pseud. [Robert Ferdinand Burk- hardt and Eve Burkhardt, Adam Bliss, Rex Jardin, pseuds.] Fi Jennifer Hale. 246p. D [c. '34] N. Y., Grosset
Crowther, James Arnold Sc Ions, electrons, and ionizing radiations; 6th ed. 351p. (bibls.) il., diagrs. O '34 N. Y., Longmans	Jennifer Hale was wanted for murder in Los Angeles, so she fled in disguise even though she was innocent.  Erdman, Charles Rosenbury
Croy, Homer Fi Headed for Hollywood. D (Popular copyrights) '34 N. Y., Greenberg .75	The Epistle to the Hebrews; an exposition. 137p. S c. Phil., Westminster Press I.00  Evans, Evan Fi
Daugherty, Sonia V. Medwedeff [Mrs. James Henry Daugherty] Ju	Montana rides! 300p. D (Popular copyrights) [c. '33] N. Y., Grosset .75  Fagan, Elmer D. and Macy, C. Ward, eds. Ec
The broken song. 278p. il. D c. N. Y., Nelson 2.00 Russia before and during the World War and the Revolution is the background of this story for girls from 12 to 16.  Davis, Means  Fi	Public finance; selected readings. 972p. (bibl. notes) diagrs. O (Longmans' economics ser.) c. N. Y., Longmans Selected readings which stress fundamental economic principles in their relation to the problems of public
Murder without weapon. 298p. D c. N. Y., Smith & Haas  Detective Matt Higgins was called in to solve two mysterious hospital deaths which had reduced the hos- pital authorities to a helpless and terrorized state.	Fallada, Hans, pseud. [Rudolf Ditzen] *Fi The world outside [tr. from the German by Eric Sutton]. 569p. O c. N. Y., Simon & Schuster 2.50 The story of Willi Kufalt, a petty thief, whose only
Dekobra, Maurice Passion lighting the world. D (Popular copyrights) '34 N. Y., Macaulay  Dern, Peggy Love in the springtime. 288p. D (Arcadia House	real home is prison, who cannot adjust himself to the unfriendly world outside.  Farrell, E. W.  Fundamentals of tabulation typing. 30p. Q [c. '34] Bost., Bruce Humphries lea. cl., 2.00
pub'n) [c. '34] N. Y., Godwin  Cicely Scott, a gay and frivolous débutante, finds peace, happiness and romance on a quiet island off the coast of Georgia.	Field, Peter Dry-gulch Adams. 282p. D c. N. Y., Morrow 2.00 An exciting story of mystery and romance in early
Dickinson, Emily Norcross  Poems for youth; ed. by Alfred Leete Hampson; foreword by May Lamberton Becker; il. by George and Doris Hauman. no p. O '34, c. '18-'34 Bost., Little, Brown  2.00	Colorado days.  [Flick, Alexander Clarence, ed.] Hi History of the State of New York; vs. 5 and 6. 393p.; 404p. (bibls.) il., map O (N. Y. State Hist. Ass'n pub'n) c. N. Y., Columbia Univ. Press
Seventy-eight of Emily Dickinson's poems selected for children.  Dostal, W. A. Fi The hand of God; a novel. 229p. il. D c. N. Y., Benziger 2,00	Volume 5, "Conquering the Wilderness," covers the western and northern expansion of the state during the half-century following the Revolutionary War. Volume 6, "The Age of Reform," treats the growth and triumph of democracy in the first half of the 19th century.
The story of a Catholic girl who regained the strong faith she had formerly had and saw her atheist husband become converted to Catholicism.  Dressler, Marie  Bi	Forkin, Katherine M.  Prelude; poems. 52p. D [c. '34] Dallas, Kaleidograph Press  bds., 1.50
My own story; as told to Mildred Harrington; foreword by Will Rogers. 298p. il. O c. Bost., Little, Brown 2.50  The autobiography of the late Marie Dressler whose early popularity and success on the stage were followed	Fosdick, Harry Emerson Re The secret of victorious living; sermons on Christianity today. 253p. D c. N. Y., Harper Twenty-five sermons by the distinguished pastor of the Riverside Church, New York.
by obscurity, only to be capped by outstanding achievement and fame in the movies.  Eastman, Fred [Richard Morse, pseud.] Dr Plays of American life. 266p. il. D c. N. Y., S. French Ten plays.	Fry, John Hemming  The revolt against beauty; the source and genesis of modernistic art. 223p. il. O c. N. Y., Putnam bds., 2.50  A strong denunciation of modernistic art.
TELL Destant	To the state of a second and the year ross: being a

[Eisele, Dorothy M.]
Children's menus and recipes. 24p. (bibl.) D [c. '34] Cleveland, Western Reserve Univ. Nursery Schools, 2050 Abington Rd. pap., .50

Elrick, C. F.

"Tertium quid"; evolved and written as the origination of (science as) knowledge amassed and applied.

159p. D c. '21-'34 St. Louis, Author, 3658 Easton Ave.
pap., 2.50

Enclaves of economic rent for the year 1933; being a compendium of the legal documents involved, together with a historical description by Charles White Huntington. 371p. il. (por.), maps, diagrs. D (Enclaves v. 14) '34 Harvard, Mass., Fiske Warren 4.00

Fiske, George Walter
Problems of Christian family life to-day. 100p.
(bibl.) D c. Phil., Westminster Press pap., .40

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Gates, H. L.  Apartment hotel. D (Popular copyrights) '34 N. Y., Macaulay .75	Hamilton, Floyd E.  Basis of Christian faith; rev. ed. 348p. (bibl.) D'34, c. '27, '33 N. Y., Harper 2.25
Gibson, Langhorne and Harper, Vice-Admiral	Handy atlas of the world. 288p. maps (col.) D '34 Brooklyn, N. Y., C. S. Hammond & Co75
J. E. T. The riddle of Jutland; an authentic history. 433p. (5p. bibl.) il., diagrs. O c. N. Y., Coward-McCann 4.00	Hansen, Harry, ed.  O. Henry Memorial Award prize stories of 1934. 319p. D '34, c. '33, '34 Garden City, N. Y., Dou-
A detailed and authentic account of the Battle of Jutland, decisive and famous naval battle of the World War, based on an examination of both the British and German records.	Among the authors represented in these nineteen prize stories are Louis Paul, William Saroyan, Pearl S. Buck, Erskine Caldwell, Walter D. Edmonds, William Faulkner, and T. S. Stribling.
Gray, Giles Wilkeson and Wise, Claude Mer-	Hawkins, William L. Fi
The bases of speech. 456p. (6p. bibl.) diagrs. D c. N. Y., Harper A textbook for the fundamental speech course.	Purple Dawson, rancher. 250p. D [c. '34] N. Y., Phoenix Press, 443 4th Ave. 2.00 Purple Dawson had many exciting adventures when he tried to be pland Medellon put an end to the
Greer, Hilton Ross and Barns, Florence Elberta,	Herzog, Dorothy Fi
eds. Po New voices of the Southwest. 257p. D [c. '34]	Intimate strangers. D (Popular copyrights) '34
Dallas, Tardy Pub. Co. 2.00	N. Y., Macaulay
An anthology of southwestern verse.	Heyward, Du Bose Fi Peter Ashley. 316p. D (Popular copyrights) [c.
Grier, Elizabeth	'32] N. Y., Grosset .75
Accounting in the Zenon papyri. 90p. (5p. bibl.)  Q c. N. Y., Columbia Univ. Press A study of the accounting of the 3rd century B.C.	Holz, Margaret B.  Mein erstes deutsches Buch. 466p. il., maps D
Groseclose, Elgin  Money: the human conflict; a survey of monetary experience. 313p. (8p. bibl.) O c. Norman, Univ.	(Johnson's German ser.) '34 Richmond, Va., Johnson Pub. Co. 1.60  Hopkins, Arthur John
of Okla. Press  A history of money from ancient times to the present day.	Alchemy, child of Greek philosophy. 272p. (2p. bibl.) il., diagrs. O c. N. Y., Columbia Univ. Press buck., 3.50
Hall, Henry L.	A history of alchemy.
Australia and England; a study in imperial relations. 331p. (41p. bibl.) O '34 N. Y., Longmans	Horton, Walter Marshall Realistic theology. 217p. (bibl. footnotes) D c.
5.00	N. Y., Harper 2.00 The author believes that religion must be vitally
Halliburton, Richard Tr The Flying Carpet. 352p. il., maps O (Star b'ks)	transformed, in order to survive present-day conditions, into a realistic theology which would move politically toward the left and religiously toward the right.
[c. '32] Garden City, N. Y., Garden City Pub. Co.	Huguenot exile in Virginia (A), or, *Tr-Hi Voyages of a Frenchman exiled for his religion,
Hallock, Gerard Benjamin Fleet, D.D., ed. Re Doran's ministers manual; a study and pulpit guide	with a description of Virginia and Maryland [tr. from the French]; ed. from the Hague edition of
for the calendar year 1935. 716p. O c. N. Y.,	1687 by Gilbert Chinard [lim. numbered ed.]. 189p.
Harper 2.00	(2p. bibl.) il., maps D c. N. Y., Press of the
Hamilton, Mrs. Flora Brent Po	Pioneers 5.00
Sonnets. 73p. O c. Bost., Bruce Humphries	Hurst, Vida Fi Air stewardess. 250p. D [c. '34] N. Y., Grosset
A posthumous volume of sonnets in English and French, including several sonnets by Edna St. Vincent Millay and Henri de Régnier.	The romance of an air stewardess who turned to flying after a thwarted love affair.

12) c. Milwaukee, Morehouse

Gerwig, George William

The heart through art; a study of the emotions.

122p. S (School betterment studies, v. 4, no. 1) [c.
34] Pittsburgh, Henry C. Frick Educational Commission, 465 Union Trust Bldg.

pap., gratis Ginsberg, Annie

Lessons in English essentials for junior high schools.

220p. O [c. '34] N. Y., Longmans pap., .60

Glascock, Eustace S. and Stringham, Emerson
Patent soliciting and examining; a guide to ex parte
practice in the United States Patent Office. 743p. O
[c. '34] [Madison, Wis., Pacot Pub'ns, Box 94]
buck., 12.00

Grimes, Frank G., comp.
Officials and organizations concerned with wildlife

Sup't of Doc.]

Hamilton, Edwin T. Coping saw carpentry; fifty-seven articles everyone can make [juvenile]. 49p. il., diagrs. F [c. '34] Cleveland, Harter Pub. Co. pap., .10

Hartshorne, N. H. and Stuart, A.
Crystals and the polarising microscope; a handbook for chemists and others. 28op. (bibl. footnotes) il., diagrs. O '34 [N. Y., Longmans] 6.00

Hathaway, Hanson
The Utopians are coming; a new interpretation of constitutional Americanism. 64p. front.' (por.) O [c. '34] [Hollywood, Cal., Cloister Press, 1608 Cahuenga Blvd.]

Holzknecht, Karl J., comp.
A literary map of the British Isles. '34 N. Y.,
Oxford 3.25 for 25 copies

1932	THE PUBLISHERS' WEEKLY
Inman, Hilda  The towman. 254p. D [c. '34] Bost., Ruth Hill  2.00  A story about a young French Canadian that is laid during the last part of the 19th century when river and canal boat transportation was at its height.  Jackson, Frederick  Fi	Lazo, Hector Taps; a novel of war and peace. 125p. D [c. '34] Bost., Bruce Humphries A story about war-time patriotism versus pacifism.  Lea, Fanny Heaslip Dorée. 275p. D c. N. Y., Dodd, Mead 2.00
Marriage for two. D (Popular copyrights) '34 N. Y., Greenberg .75	A modern romance laid in Connecticut, Paris and London.
Jacobs, T. C. H.  Kestrel house mystery. D (Popular copyrights)  '34 N. Y., Macaulay  .75  James, Rian	Leath, Robert Neal  Dance of the glass ladies. 287p. D [c. '34]  N. Y., Godwin  A movie columnist creates news by eloping with his best friend's bride.
Dining in New York; an intimate guide; repeal ed., rev. 271p. D [c. '34] N. Y., John Day 2.50 Jastrow, Joseph	Lehman, Paul Evan Fi Idaho. D (Popular copyrights) '34 N. Y., Ma- caulay .75
House that Freud built. D (Psychology dollar b'ks) '34 N. Y., Greenberg 1.00  Jesse, Fryniwyd Tennyson [Mrs. Harold Marsh Harwood] Fi A pin to see the peepshow. 403p. D c. Garden City, N. Y., Doubleday 2.50	Lenin, Nikolai [originally Vladimir Il'ich Ulfanov]  "Left-wing" Communism: an infantile disorder; rev. translation. 95p. O (Marxist lib., v. 16) [c. '34] N. Y., Internat'l Publishers
A story of a woman's emotional life in London during the War and afterward.  Johnson, Oscar Francis The great ideal. 88p. T c. [Tobasco, O., Author]  Thoughts about God.	Levy, Benn Wolf  Art and Mrs. Bottle; or, The return of the Puritan; a comedy in three acts. 116p. D '34, c. '29, '31 N. Y., S. French  Dr
Jones, Harold Spencer General astronomy; 2nd ed. 445p. il., diagrs. O	Mrs. Moonlight; a piece of pastiche in three acts. 104p. D'34, c. '29, '31 N. Y., S. French pap., .75
'34 N. Y., Longmans  Kahmann, Chesley  Carmen, silent partner; il. by Armstrong Sperry.  249p. D c. N. Y., Dodd, Mead  A story for older girls about Carmen and her older brother Teodoro who lived and worked on a coffee plantation in Puerto Rico.	Lignori, Alfonso Maria de', Saint *Re The Holy Eucharist; 3rd rev. ed. by Rev. Eugene Grimm [tr. from the Italian]. 509p. D (Complete works of St. Alphonsus de Lignori; the ascetical works, v. 6) [c. '34] Brooklyn, N. Y., Redemptor- ist Fathers, 526 59th St.
Krofta, Kamil  A short history of Czechoslovakia. 203p. front.  (por.), map (col.) D c. N. Y., McBride 2.00	Lindsey, Mrs. Therese Kayser  The cardinal flower. 76p. D [c. '34] Dallas, Kaleidograph Press
A brief history of an important country of Central Europe, by a professor of history at the Charles University of Prague who has served his country as Ambassador to Berlin, Vienna and the Vatican and is the head of the Czechoslovak Foreign Office.	Lindskold, Swan Whither millions? 170p. '34 Bost., Christopher 1.50
Lampland, Ruth, ed.  Hobbies for everybody. 418p. (bibls.) O c. N. Y., Harper  An anthology of hobbies covering a wide range of interests. Each of fifty notable amateur authorities on some popular modern interest describes his particular	Lloyd, John Uri  Our Willie; a folklore story of the Gunpowder Creek and hills, Boone County, Kentucky. 394p. il. D [c. '34] Cin., John G. Kidd & Son 2.50 A sequel to "Stringtown on the Pike."
hobby, the personal enjoyment he has derived from it and how he developed his hobby.  Larrimore, Lida, pseud. [Lida Larrimore Turner]	War memoirs of David Lloyd George; [v. 4] 1917. 603p. il., maps O c. Bost., Little, Brown

Production and stage-management at the Blackfriars Theatre. 28p. O ['34] N. Y., Oxford .80

Kretschmer, Ernst
A text-book of medical psychology; tr. by E. B.
Strauss. 287p. (bibl.) O (Oxford medical pub'ns)
'34 N. Y., Oxford 5.00 Kudlik, Alex. and Weder, Theo.

Two pages from proletarian history. 28p. O '34
N. Y., N. Y. Labor News Co. pap., .10

Jonathan's daughter. 349p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Legge, Sir Thomas
Industrial maladies; ed. by S. A. Henry. 247p.
O (Oxford medical pub'ns) '34 N. Y., Oxford 4.25

Lepley, William M.
Serial reactions considered as conditioned reactions.
63p. (bibl.) diagrs. O (Psychological monographs, v.
46, no. 1; whole no. 205) '34 Princeton, N. J., Psychological Review Co.

The account of a tragic year. The Memoirs will be complete in six volumes.

Lonergan, D. J.

Diachylon deceptions; a collection of card tricks based upon the use of "Diachylon" (lead plaster) as the modus operandi. 26p. D c. '34 Chic., Moderne Magic Studio, 159 N. State St.

Lyttelton, Rev. Edward
The claim of our mother tongue. 12p. O (English Ass'n pamphlet no. 87) '34 N. Y., Oxford pap., .80 pap., .80 Lorac, Muro N. Y.,

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#### Lorac, E. C. R., pseud. [Edith Caroline Rivett]

Murder in St. John's Wood. 243p. D [c. '34] N. Y., Macaulay
Chief-Inspector Macdonald solved the mystery surrounding the death of Hilary Vanbrugh, a millionaire whose body was found in the summerhouse on his

Elementary principles of acting; a textbook aid for teachers and students; based on The art of acting; rev. by Edward J. Mackay and Alice B. Mackay. 269p. (bibl.) D '34, c. '13, '34 N. Y., S. French

McLean, Beth Bailey Good manners. 128p. D [c. '34] Peoria, Ill., Manual Arts Press pap., .72 Etiquette for boys and girls of high school age.

Mangan, Sherry No apology for poetrie, and other poems written 1922-1931. 100p. D c. Bost., Bruce Humphries bds., 2.50

Martin, Paul R. The first Cardinal of the West. 215p. il. O [Chic., Joseph H. Meier] lea. cl., 3.00 [c. '34] [Chic., Joseph H. Meier] lea. cl., 3.00
An account of the administration of the Archdiocese
of Chicago by Cardinal Mundelein, published on the
occasion of the celebration of his silver jubilee.

Mathews, Shailer Christianity and social process; Barrows Lectures for 1933-1934: 229p. D (Living issues in religion) c. N. Y., Harper A discussion of the relations of Christianity and society.

Mitchell, Edwin Valentine, ed. The art of walking. 128p. il. O [c. '34] N. Y., Loring & Mussey A collection of essays on the pleasures of walking, by such authors as Charles Dickens, Christopher Morley, Max Beerbohm, Hilaire Belloc, and George Gissing.

Moore, Hight C., D.D. From Pentecost to Patmos. 132p. map D (Bible biography b'k 5) [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40

Morrow, Mrs. Honoré McCue Willsie Yonder sails the Mayflower. 378p. (bibl.) D c. N. Y., Morrow A story of the five weeks before the Mayflower set sail for America.

Nazis against the world; selected speeches from world leaders of public opinion. 134p. D [n.d.] N. Y., Non-Sectarian Anti-Nazi League, 729 7th Ave. pap., .25

Neilson, Francis

Sociocratic escapades. 319p. D c. N. Y., Put-A discussion of the modern industrial and political situation.

Nelson, Al. P. The Slash Forty-four. 258p. D [c. '34] N. Y., Phoenix Press, 443 4th Ave.
A tale of the western cattle country.

Newhouse, Edward You can't sleep here. 252p. D [c. '34] N. Y., Macaulay The story of an unemployed young man and of his life in a shack colony near Manhattan's East River.

Nichols, Beverley

A village in a valley [il. by Rex Whistler]. 329p. O c. Garden City, N. Y., Doubleday 2.50
Stories of the village where stands Mr. Nichols' cottage with its garden, described in "Down the Garden Path" and "A Thatched Roof."

Orliac, Jehanne d' Joan of Arc and her companions; tr. from the French by Elisabeth Abbott. 304p. il., maps O c. Phil., Lippincott A portrait of Joan of Arc as disclosed through a study of her companions, the soldiers and courtiers who

surrounded her.

Peterkin, Mrs. Julia Mood

A plantation Christmas. 25p. il. (col. front.) D 34, c. '29, '34 Bost., Houghton .75

An essay on the customs and rituals of a southern

Pitigrilli, pseud. [Dino Segré] Fi Cocaine. D (Popular copyrights) '34 N. Y., Greenberg Pomeroy, Claire Love of Tanya. D (Popular copyrights) N. Y., Macaulay Quirk, Charles, S.J. Gesture before farewell. 73p. O c. N. Y., Dial

Radin, Paul

The story of the American Indian. 397p. (5p. bibl.) il. (pt. col.) O (Black and gold lib.) [c. '27, '34] N. Y., Liveright

Poems, religious and otherwise.

Riegel, O. W.

Mobilizing for chaos; the story of the new propaganda. 231p. (bibl. notes) D c. New Haven, Conn., Yale

A discussion of the means by which news is dis-seminated throughout the world and a warning against the spread of war propaganda now going on. The author, a former newspaper man, is now Director of Journalism in Washington and Lee University.

Martin, Mary Hale My best My best recipes. 87p. il. (pt. col.) O c. Libby, McNeill & Libby Chic ..

Mather, Frank Jewett, jr.
Rembrandt's paintings.
seum ser. I D) [c. '34] [Pasadena, Esto Pub. Co.]
pap., .10

Middleton, H. E. and others

The physical and chemical characteristics of the soils from the erosion experiment stations—2nd report. 62p. (bibl.) il., diagrs. O (U. S. Dept. of Agri. technical bull. no. 430) 34 Wash., D. C., Gov't Pr. Off.; Sup't pap., .10 Oil burner heating; with special emphasis on subjects related to general automatic heating. 182p. diagrs. [c. '34] Chic., Domestic Engineering Pub'ns, 1900 1.00

Park, J. W.

Market distribution of car-lot shipments of fruits and vegetables in the United States. 29p. map O (U. S. Dept. of Agri. technical bull. no. 445) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Piper, Fred Smith
Lexington, the birthplace of American liberty; a handbook containing a brief summary of the events leading up to the outbreak of the American Revolution; 9th ed. 62p. il., map O '34 Lexington, Mass., Lexington Historical Soc.

Reid, William A. Ports and harbors of South America; a brief survey of aspects, facilities, prospects [7th ed., rev.]. 1959. il., maps O c. Wash., D. C., Pan American Union

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Shepperson, Sister Mary Fides Rodney, George Brydges Fi Seventeen crises in world history. 238p. D '34, The glory hole. 254p. D [c. '34] N. Y., Clode '33 N. Y., Dial Press
Formerly published by Whittet & Shepperson. Phil Kynaston inherited half interest in a of evil reputation and became involved in all kinds of excitement. Simpson, Rear Admiral Edward Yarnlets; the human side of the navy. 275p. \* Dr Rostand, Edmond front. (por.) D c. N. Y., Putnam
A collection of true stories and anecdotes portraying the human side of Navy life. L'Aiglon; the text of a free adaptation [from the French] in words and music, by Clemence Dane and Richard Addinsell. 175p. D c. Garden City, N. Y., Doubleday

This version of the famous Rostand play is a current Broadway production, starring Eva Le Gallienne and Ethel Barrymore. Skinner, Constance Lindsay Rob Roy, the frontier twins. 218p. il. D c. N. Y., A story of the Tennessee frontier, in which Andrew Jackson figures. For children from 10 to 12. Rowley, Clara G. The wonder bird, and other stories. 65p. il. (col. front.) D [c. '34] Bost., Bruce Humphries 1.50 Seven stories for children which originally appeared in the Christian Science Monitor. Great lover. 272p. D '34 N. Y., Godwin 2.00 Smith, Alexander Dreamthorp; a book of essays written in the coun-Royer, Louis Charles try; introd. by Christopher Morley [new ed.]. 311p. Let's go naked [nudism]. D '34 N. Y., Green-D c. Garden City, N. Y., Doubleday bds., 1.50 Sabastian, Inez Stone, George Cameron Wife on leave. D (Popular copyrights) '34 N. Y., A glossary of the construction, decoration and use Macaulay of arms and armor in all countries and in all times, together with some closely related subjects. 694p. Schabacker, Richard Wallace (8p. bibl.) il., diagrs. F c. Portland, Me., South-Stock market profits. 369p. diagrs. O [c. '34] buck., 10.00 N. Y., B. C. Forbes Pub. Co. lea. cl., 5.00

A handbook for investors on practical and profitable stock market operation by the financial editor of Forbes Magazine. worth Press The first comprehensive list of terms used in connection with arms and armor in all lands and in all ages. It is based on many years of research by a well-known arms authority and collector and is copiously illustrated. Schubert, Marie Famous paintings and their stories. 48p. il. (pt. Stong, Philip Duffield col.) obl. O [c. '34] N. Y., Grosset bds., 1.00
An outline of painting, with some full-page reproductions of world-famous paintings in color. Farm boy; a hunt for Indian treasure; il. by Kurt Wiese. 8op. il. (pt. col.) Q c. Garden City, N. Y., Doubleday bds., 2.00
The author of the novel "State Fair" writes a story of Iowa farm life for boys and girls. Scott, George Ryley Marry or burn. D (Psychology dollar b'ks) '34 N. Y., Greenberg Dr Strack, Mrs. Lilian Holmes Human beings being human; acting character Segall, James L., M.D. monologues. 134p. D [c. '34] Bost., W. H. Baker Sex life in America. 288p. O '34 N. Y., Bernard Marks, 104 5th Ave. 2.50 Shaw, Ruth Faison Stryker, Mabel F. Little Dog Ready in the country. 208p. il. D Finger painting; a perfect medium for self-ex-pression. 244p. il. (pt. col.) D (Atlantic Mo. Press [c. '34] N. Y., Holt
A new story, for small children, about the adventures of Little Dog Ready. pub'n) c. Bost., Little, Brown bds., 2.50
An explanation of the aims, technique, results and benefits of finger-painting, an educational method for children which gives free rein to creative expression in art. The author originated finger-painting at the Shaw School in Rome and is now the director of the Shaw Finger-Paint Studio in New York. Tarbell, Arthur Wilson Cape Cod ahoy! a travel book for the summer visitor; new and rev. ed. 38op. il. D '34, c. '32, 2.00 '34 Bost., Little, Brown Shedd, Clarence P. Two centuries of student Christian movements; Tarkington, Booth Little Orvie. 393p. il. D '34, c. '33, '34 Garden their origin and intercollegiate life. 488p. (21p. bibl.) O c. N. Y., Ass'n Press
The author is a professor in the Yale Divinity School. City, N. Y., Doubleday
The amusing adventures of Orvie Stone, a misunder-

Riegel, E. C. Brain trussed. 16p. O ['34] [N. Y., Consumers Guild of America] pap., .10 Franklinstein. 15p. O ['34] [N. Y., Consumers Guild of America]

Rosenfeld, Paul
Vincent Van Gogh. no p. T (Enjoy your museum
ser. 1 C) [c. '34] [Pasadena, Esto Pub. Co.]

pap., .10 [Sheldon, H. P. and Grimes, Frank G.]
Game laws for the season 1934-35; a summary of federal, state, and provincial statutes. 37P. (Farmers' bull. no. 1742) ['34] [Wash., D. C., Gov't pap., .05 pap., .05

stood and mischievous little boy.

Smith, Harry Bache and O'Hara, Geoffrey Harmony Hall; an operetta in two acts for mixed voices. 124p. Q [c. '34] N. Y., S. French pap., 1.50

Starr, George W. Measures of business conditions in Indiana. 75p. (bibl. footnotes) diagrs. O (Ind. studies in business, v. 2, no. 2) '34 Bloomington, Indiana Univ. pap., .50

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	Undset, Sigrid  The master of Hestviken [tr. from the Norwegis by Arthur G. Chater] [Nobel Prize ed.]. 1247 D'34, c. '28-'30 N. Y., Knopf An omnibus volume containing "The Axe," "The Solution of the Solutio	Fi in p.
ı	Vance, Louis Joseph  The Lone Wolf's last prowl. 223p. D [c. '34 Phil., Lippincott  The late Louis Joseph Vance's last Lone Wolf story Appeared serially in Red Book Magazine as "The Last Prowl."	i i
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# OLD & RARE BOOKS

FREDERICK M. HOPKINS

Substantial progress was made last year in organizing the valuable collections of the Folger Shakespeare Library, in Washington, according to reports just made. The needs of researchers have been constantly kept in view by those in charge of indexing and arranging the collections. The supervisor of research, Dr. J. G. Adams, reports: "Although the Folger Shakespeare Library is primarily an institution for advanced study, with the use of its collections restricted to those who are qualified to handle its unique or otherwise precious materials, reading room permits, each valid for a stated period of time, have been granted to more than ninety scholars; and to many others have been given the privilege of a brief study of its books and manuscripts without a formal permit. These research workers come to us from most of the leading educational institutions of America, and from numerous foreign universities. In addition, scholars, both at home and abroad, are constantly, through correspondence, calling upon the research staff for aid in connection with bibliographical and literary problems. In so far as possible, response to these demands has been fully and promptly made; and many letters of warm appreciation attest the value of the service thus rendered."

THE VASSAR COLLEGE LIBRARY has just received a gift of nearly 500 volumes of Russian literature, history and science. Dr. Matthew W. Pickard of Kansas City was the "We are extremely fortunate to receive this collection," said Dr. Henry Noble McCracken, president of the college. "It seems likely that the Russian language will

take an increasingly important place in the world in the future. It is also probable that academic America will concede this importance by increased facilities for the study of this language." Nikander Strelsky, head of the Vassar Russian language department, has inspected the Pickard collection and will catalog it. "Since the revolution of 1917," Mr. Strelsky points out, "the libraries of Russia have been broken up, the books burned or scattered throughout the world. Many of their treasures were lost forever. Hidden away in dark and obscure corners, however, are many valuable books awaiting discovery by a hand which knows their true value. In dusty attics, in second-hand stores, and frowsy bookshops of all the cities of the world, lie buried treasures."

To celebrate the 200th anniversary of a free press in America, the New York Historical Society is holding a special exhibition of material relating to the Zenger trial which will be on view this month and continue to August next year. Until Zenger established the New York Weekly Journal there was only one newspaper here, the New York Weekly Gazette, owned and published by William Bradford, a staunch defender of the royal governor's party. Zenger was charged with "seditious libels," and Andrew Hamilton, of Philadelphia, defended the "poor printer" so eloquently that he was acquitted, and the date of the trial is a landmark in the history of American journalism. In the exhibits on view are samples of the Zenger papers for 1733 to 1736 and pictorial and manuscript material relating to various phases of the trial and journalism of the period. Students KLY

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of journalism and its history will find much to interest them in the exhibition.

PRESENTATION of a cross-section of the history of the English novel has been made at the Henry E. Huntington Library, at San Marino, California, through an exhibition of first editions and manuscripts Chaucer to Conrad. This exhibition is the sixth public showing of important literary treasures to be made by the institution. Dr. Hoyt H. Hudson, professor of rhetoric and oratory at Princeton University, in an introductory message to the collection index, says: "The novelist, even above the dramatist or the journalist, has tended to replace the preacher as a molder of opinions, manners and morals . . . Chaucer's "Troilus and Cressida," although a poem, is nearer to the novel of the present time than any of its successors, in verse or prose, for three centuries. In its present form, the novel does not go back beyond the middle of the eighteenth century, and hence is less than 200 years old."

WALTER TOSCANINI, son of the New York Philharmonic Orchestra conductor, Arturo Toscanini, had brought about the conviction of an international autograph swindler who defrauded Americans, including officials of the Library of Congress. The convicted man, Tobia Nicotra, passed off in the United States as Richard Drigo, celebrated musician. The Milan tribunal sentenced Nicotra to two years in prison and fined him 2,400 lire. Toscanini testified that Nicotra was in America in 1932 masquerading as Drigo, who died several years ago. He was feted widely in the United States as the former Russian orchestra leader. Nicotra's specialty was in forging Mozart's autograph as well as those of Handel and Wagner. The police testified that they found he was preparing a series of fictitious autographs of Abraham Lincoln, Christopher Columbus, the Marquis de Lafayette, Warren G. Harding, Kosciusko, Martin Luther, Leonardo Da Vinci and Michelangelo.

THE FIRST of a series of events to observe the 1000th anniversary of the birth of Firdausi, Persian epic poet, was held last week when 400 scholars and patrons of Persian art attended a reception in the rotunda of the Low Memorial Library at Columbia University. Ghaffar Khan Djalal, Persian minister to the United States, said: "Although Firdausi is

admired by poets and by men of literature all over the world for his epic, which abounds in adventure of the most romantic description, his importance to the Iranian nation is, above all, in the great service he rendered in the restoration of unity among the Iranian race by reminding them of their glorious past and civilization, as well as reviving their national language."

THE ANNOUNCEMENT comes from The Press of the Pioneers, Inc., of a new volume, "Lincoln and Liquor" by William H. Townsend, author of other informing and authoritative books dealing with major phases of Lincoln's career. In the present work the author traces, with his usual accuracy of detail and wealth of citations from first-hand authorities, Lincoln's attitude toward and views on the liquor question from his youthful days down to his death in the White House. The measured conclusions which sum up his study will doubtless prove the final word on a much debated subject. The volume will be illustrated, printed on special paper, and bound in cloth. One hundred copies will be numbered and autographed and filled in the order received.

#### Auction Calendar

Wednesday evening, December 5, at 8:15, and Thursday afternoon and evening, December 6, at 2:15 and 8:15. First editions, autograph letters and manuscripts, together with original drawings and fine colored plate books, being selections from the collection of the late Jahu DeWitt Miller and a collection of General Anthony Wayne. (Items 539.) American Art Association Anderson Galleries, Inc., 30 East 57 St., New York City.

#### Catalogs Received

- AMERICANA, GENERAL LITERATURE AND A SELECTED LIST OF THE BOHN LIBRARY. (No. 159; Items 186.) Dauber & Pine Bookshops, 66 Fifth Ave., New York
- AMERICANA, AUTOGRAPHS AND AMERICAN FIRST EDITIONS. (Items 184.) William Todd, Mount Carmel, Conn.
- English Literature, Addison to Dykes. (Items 284.)

  James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.
- ENGLISH LITERATURE, AMERICAN HISTORY AND A COLLECTION OF OLD ENGLISH GARDENING BOOKS MOSTLY
  OF THE SEVENTEENTH CENTURY. (No. 52; Items 368.)
  William H. Robinson, Ltd., 16 Pall Mall, London,
  S. W. 1, England.
- FIRST EDITIONS, SETS, ETC. Tracy's Book Store, 60
  Meridian St., New London, Conn.
- LAW BOOKS, NEW AND USED. (No. 120.) The Harrison Co., Atlanta, Ga.
- MISCELLANEOUS FIRST EDITIONS OF AMERICAN AND ENG-LISH BOOKS. (Items 154.) Stanley O. Bezanson, 31 Ames Bldg., 1 Court St., Boston, Mass.
- RARE BOOKS AND FIRST EDITIONS. (No. 235; Items 1558.) Goodspeed's Book Shop, Inc., 7 Ashburton Place, Boston, Mass.
- RARE BOOKS, FIRST EDITIONS AND AUTOGRAPHS. (No. 1; Items 315.) Arthur Pforzheimer, 26 East 56 St., New York City.

# The Weekly Book Exchange

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#### Books Wanted-Continued

H. C. Capwell Co., Book Dept., Oakland, Calif. The Wind Bloweth. Donn Byrne. Most Women. Lynd Ward.

Casanova, 2611 N. Downer Ave., Milwaukee, Wis. Graves. I Claudius. 1st Eng. ed. Mint. McGrath. Cellini Placque. Shute, Henry A. 1st eds. only. Fine. Diary of a Real Farmer; Plupy and Old J. Albert; Plupy Beanny and Pewett.

Lucas. Lamb. 1st ed. Faulkner. Marble Faun. Manhood. Nightseed. 1st Eng. ed.

Caspar, Krueger, Dory Co., 772 N. Water St., Milwaukee, Wis.

Smith. Synonyms Discriminated.
Bradstreet, Anne. Tenth Muse, or Her Works.
Wigglesworth. Day of Doom. Bay Psalm Book. Cummings. Mabel Vaughn.
Thwaites. Story of Wisconsin. Thwaites. Sto Kipling. Kim.

Goldsmith. History of England.

Sears. Cabin Boat Primer.

Dean Swift's Works. 12 vols. and 2 vols. Poems.

DuBoisgobey. Red Camelia; Search for Ancestor.

Government Bulletin No. 2384. 1922. Books on Violin Making; History.

Central Book Co., 245 Broadway, New York
Bar Association Reports. Law of All States and Legal Periodicals.

Chandler's, Fountain Sq., Evanston, III. Idols Behind Altars. Anita Brenner.

Chaucer Head Book Shop, 22 E. 55th St., N. Y. Johnson. Bibliography of Mark Twain. 1910. Millay. Few Figs from Thistles; Renascence. 1sts. Tasso. Jerusalem Liberated. Whiffen trans. Interleaved Bible. Sons of Noel. Works Thos. L. Peacock. Circa 1890.

Arthur H. Clark Co., 1214 S. Brand Blvd.,
Glendale, Calif.

Andy Adams, C. B. Kelland, E. M. Rhodes. 1st eds. Cheap. Toronto Globe, or other eastern Canada newspaper. 1865-75.

Eugene F. Clark, 343 Elm St., New Haven, Conn. Arundel. Kenneth Roberts. 1st ed. Plato, the Man and His Works. Taylor. Uniform edition of Proust. Bibliography of Tennyson. Livingston. Science of Prayer. Ludovici.

Mrs. Barry. Frederick Neven. 1st English ed. Collected Poems of E. A. Robinson. 1st ed.

Classic Book Shop, 33 W. Warren, Detroit, Mich. International Studio and Art Magazines. Godey's Lady and Peterson's. Three Sevens by the Phelons.

Cleveland, O., Rare Book Shop, Hotel Allerton Armsmere or Armsmear. Rackham. Any illustrated. Burbank set. Reasonable. Certain Mound and Village Sites in Ohio. Vol. 1. Philo Christus. Pygmalion. Reading copy.
West, J. A. Francis West of Duxbury, Mass., and

Ussher Genealogy, Perine, Higby, Higbee, Wing,

Cleveland Rare Book Shop-Continued

Mueller, Rev. George. The Life of Trust. Hutchison, J. The Perfect Bull-Dog. Story of San Michele. Reading copy. Way of All Flesh. Reading copy. Gheury, M. E. J. de. Elementary Hyperbolics. 2 v. Egyptian History. Anything. Graphology. Anything.

Colesworthy's, 66 Cornhill, Boston, Mass. David Barker's Poems Anything on Tobacco Pipe Turning. Jeremy et Crail. Hugh Walpole. History of Tontine System.

College Book Shop, 145 E. 23rd St., New York Brooks. Your Character from Handwriting.

The Colophon, 229 W. 43rd St., New York Complete in perfect condition. Vols. 1 and 2. The Colophon.

Columbia Univ. Bookstore, 2960 Broadway, N. Y. Wieland. Harcourt, Brace.

Columbus, O., Book Exchange, 272 N. High St. Baker. Gunsmithing. Browning, Life of. By W. H. Griffin. Deans. Anal. Guide to Art of Penmanship. Brinton & Brown. Flora of N. E. N. A. Clifford. Love Letters of a Worldly Woman. Life & Teachings of the Masters of the Spalding. Far East.

Bianco. All About Pets. Fishes in the Home. Mellen. Books about Bantams. Holden's New Book of Birds. Coup. Sawdust and Spangles.

Concord Book Shop, 36 S. Michigan Ave., Chicago Geography and Plays. Stein. Thomas Nast. Paine. Thomas Nast. Faine.

Story of the Civil War. Livermore. Part 3. 2 v. English in Ireland. Froude. 3 vols.

Private Letters of U. S. Grant to E. B. Washburne.

History of the U. S. Volumes on American Revolution only. Avery. Abbott. lution only. Avery. Abbott.

American Revolution. Greene. Scribner.

Cornell Co-operative Soc., Ithaca, N. Y. Craig. Art of the Theatre.

T. O. Cramer's Book Store, 1321 Grand Ave., Kansas City, Mo. Memoirs of Duc Saint Simon.

Crawford Book Shop, 322 Hennepin Ave., Minneapolis, Minn.

Robinson's Bismarck. Fine prints for the years 1923, 1924, 1930. Arndt. True Christianity. Brahmin. Lectures.

Recollections of a London Drawing Room. By the Misses Perry.
Teaching of the Master of the Far East.

Dauber & Pine Bookshops, 66 Fifth Ave., N. Y. Quotations solicited of Material on American Economic, Social, Political and Legal History in books, pamphlets, periodicals, manuscripts; Canals, Railroads, Finance, Business, Slavery, Labor. Explorations and Territorial Expansions. Legal, Social and Political Struggles Before 1860. Also American Criminal Trials.

> C. Dauphinee, 48 S. Brighton Ave., Upper Darby, Pa.

1st eds. London, Jack. Gulliver's Travels. 1- or 2-vol. ed.

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Johnson, M. Am. 1sts and H. S. Biblio. Anderson, S. 1st eds. Fine.

Owen Davies, 346 N. Clark St., Chicago, III. Randall. Life of Jefferson. 3 vols. Filibusters and Financiers Scroggs. Walker. War in Nicaragua.

McCoy. Fast Way to Health.

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The Secrets of Svengali. War in Nicaragua. 1860.

Wm. Dawson & Sons, Ltd., Rare Book Dept., Pilgrim St., London E.C.4., England Lloyd Morgan. Behaviour of Lower Animals. Squire. Contemp. American Authors. 1928. Soil Science. Vols. 18, 22, 26. Memoirs of Amer. Anthropological Assn. (8 of Amer. Anthropologist.) Vol. 1. Pt. 2; No. 31. 1924. Robinson, Geo. Leaders of Israel. Amer. Jnl. Philology. 1928-34 complete. Composition and Date of Acts. Harvard

Theol. Studies. 1914. Molitor. Kinetic Theory of Superstructures. 1912. The Nut Culturalist. 2nd ed., or any. Dante's Works. Longfellow trans. 4 vols.

Dawson's Bookshop, 627 S. Grand Ave., Los Angeles, Calif. George, Henry. History of the 3rd, 7th, 8th and 12th Kentucky, C. S. A.

Dennen's Book Shop, 37 E. Grand River Ave., Detroit, Mich. A. M. Boyd. Men & Measures of 1892. Coues. Key North American Birds. 2

DeWitt's Book Store, 620 14th St., Oakland, Calif. International Lib. Music for Home and Studio-Violinist or Vocalist. 12 vols. each. Cheney. Primer of Modern Art. Pirro. John Sebastian Bach. Parry. John Sebastian Bach. Rourke. Troupers of Gold Coast. Goodwin Genealogy. Ginx's Baby. Several copies. Coolidge. Rimrock Jones. Several copies.

Mattern. Handloading Ammunition.

Allport. Social Psychology.

Ellis, H. World of Dreams.

Leary. Modern Psychology.

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Dey Bros. Book Shop, Salina St., Syracuse, N. Y. Adventures of Brave Boy Bunny. Thos. Sheppard. Illus. by H. Roundtree.

Dixie Business Book Shop, 126 Liberty St., N. Y. Conyngton, Thomas. A Manual on Corporation Management. 1904. Fawcett, H. W. and Hooper, G. W. W. Fighting at Jutland.

Redding, William A. Mystery Unveiled; Millen-nium Kingdom.

National Ind. Conf. Bd. Economic Legislation of the 73rd Congress. Vol. 1.

Harry Dordick, 613 N. State St., Chicago, III. Marafioti. The Caruso Method. Books on the Dance.

Doubleday, Doran & Co., L. A. Comstock, Garden City, N. Y. Besse. Sufferings of the Quaker. Wm. Chas. Braithwaite. The Beginnings of

Quakerism.

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Caroline Hazard. Narragansetts Friends Meeting.
Thomas Hodgkin. The Trial of Our Faith.
Rufus Jones. Life and Message of George Fox.

The Quakers in the American Colonies; Spiritual Energies in Daily Life.

Elijah Kellogg. Lion Ben of Elm Island. Also any other Elm Island Stories.

Humphrey Norton. New England Judged. Account of Early Quakers. Pathway of the Puritans. (Old America Co., Fram-

ingham, Mass.) William Sewell. Sewell's History of the People Called Quakers.

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Doubleday, Doran Book Shops, 7th Ave. at 32nd St., New York

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Mother Goose Expurgated. Lothrop.

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M. Dunbar, 760 Oliver Bldg., South Bend, Ind Schurz Memoirs. Vol. 3.

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Dunster House Bookshop, Inc., 30 Plympton St.,

Brooks, Van Wyck. Essays.
Stearns, H. Liberalism in America; America and

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Moore, G. A Mummer's Wife. 1st ed.
Hudson. The Fan.
Keith, A. The Antiquity of Man.
Kroeber. Anthropology. 1st ed.

Southeby's Cat. of Browning Sale. The following in early eds., large type. Describe

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Radcliffe. Mysteries of Udolpho.

Lewis. The Monk.
Godwin. Caleb Williams.
Brown, Charles. Arthur Mervin; Edgar Huntley. Edgeworth. Castle Rackrent; The Absentee.
Austen. Pride and Prejudice; Northanger Abbey.
Scott. Ivanhoe; The Talisman; Guy Mannering; Red Gauntlet.

Galt. Annals of the Parish. Peacock. Misfortunes of Elphin. Cooper. Deerslayer; Last of the Mohicans.

Philip C. Duschnes, 507 Fifth Ave., New York Miller. Pacific Poems. 1871. Colophon Part 16. Mutiny on the Bounty; Men Against the Sea. 1sts. Butler. Way of All Flesh. 1st.

Duttons, 681 Fifth Ave., New York Bell, Archie. Mary of Magdala. Belloc, Hilaire. Cautionary Tales. Peers.
Bible with Apocrypha and Maps. Mathew Carey
pub'r. Phila. 1805.
Car, Kent. Boy Bondsman.
Cornell University. Cornellian. 1908. ed. Cornell University. Cornellian. 1908 ed. Dale, Anna. Summer Legends.

Daniel & Farmer. Music and Musical Instruments of the Arabs. Davis, A. K. Three Centuries of an Old Virginia

Town.

Davis, R. H. Adventures of My Freshman; Littlest Girl; Orator of Zapata City; Peace Manoeuvres; Zone Police; Blackmail; New Sing Sing; Boy Scout & Oth. St'ies. 1sts. Fine only.

Del Mar, A. Money and Civilization.

Dennett, Tyler. John Hay.

Dexter, Philip. Notes on French Wines.

Dickinson. German Masters.

Ditson Song Folio. Vols. 1 and 3.

Dodd, Wm. E. Life of Nath'l Macon. 1903.

Duncan, Isadora. Intimate Portrait.

Duncan, Isadora. Intimate Portrait.

Dunning, J. A. Farmer's Alliance Hist. and Agric.

Dunton, C. de F. Press Room Hints and Helps. Evans, T. W. Second French Empire. Farmer. History of Arabian Music. Fitzwygram. Horses and Stable.

Gibbs, Philip. Little Novels of Nowadays.

Gibbs, Philip. Little Novels of Nowadays.

Gibs, Philip. Little Novels of Primitive Music.

Hirosi, Endo. Bibliog. of Oriental & Primitive Music.

Hutton, L. Plays and Players; Portraits in Plaster.

Lansdale M. H. Davie Lansdale, M. H. Paris.
Loeb, Jacques. Dynamics of Living Matter.
Mancini, G. B. Practical Reflections on . . .

**Duttons—Continued** 

Millo, F. C. Behavior of Prices. (No. 11, Nat'l Bur. Econ. Res.)
Osborn. Evolution and Religion.
Sonarff, R. F. Distribution and Origin of Life in

America.

Trollope, A. 2 vols. Vicar of Bullhampton. D. M. ed.

Upton. Golliwog Books. Any in original format. Rodolfo. Williams. Willis, G. Poems.

Edward Eberstadt, 55 W. 42nd St., New York Chittenden. Missouri River. Coues. Pike.

Eldredge. Beginnings of San Francisco. Harlan. California, '46 to '48. Langford. Vigilante Ways.

Shaw. Eldorado. Victor. River of the West. 1st ed. J. A. Moerenhout. Voyages. Paris. c. 1829.

Economy Book Store, 36 S. Clark St., Chicago, III. Hodges. Handbook of the American Indian. Gordon. Sporting Reminiscences. 1902.

C. W. Ellison, 701 W. Lenawee St., Lansing, Mich. Haggard. King Solomon's Mines. Dreyer. On Probation.

The Emporium, Book Dept., San Francisco, Calif. Encyclopedia Britannica. 14th ed.

Geo. Engelke, 104 W. Chicago Ave., Chicago, III. Brown. The Inner Breath.

Health and Breath; others. Hanish. Arcane Teachings. Set or odd.

Cumont. Mysteries of Mythra. Holland. Freemasonry from the Great Pyramid. Holland.

Bethel. Planetary Hour Guide.
Davis. Andrew Jackson. Books by.
Carey, Geo. W. Books by.
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Berman, Glands Regulating Personality.

Schuessler. Biochemistry. Astrology. Anything.

Erens, 284 Main St., Stamford, Conn. LaSalle Courses: Chain Grocery Store; Chain Meat Market; Chain Fruit & Vegetable; Executive Chain Store Management; others.

Modern Business Course. Hamilton Inst.

Wyckoff. Course on Stock Trading.

Erie, Pa., Book Store, 17 E. 8th St. Chittenden. Fur Trade in West. Ency. Britannica. Latest ed.

Edith Farnsworth's Book Shop, 217 E. Pikes Peak Ave., Colorado Springs, Colo. Familiar Letters of John Adams and His

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Hilton. Good-bye, Mr. Chips. 1st. Brown. Thrills and Spills. Thoroughbred Types. 1900-1925. Norton. Rocky Mountain Cook Book.

Firm Foundation Pub. House, Austin, Tex. Several sets of Adam Clarke's Commentary of the Bible. Original unabridged ed.

Gustav Fock, Schlossgasse 7, Leipzig C 1, Ger. Chinese Students Monthly. Vols. 1 to 16. Metals and Alloys. 1930, 1931, 1932. Vols. 11, 35. Journal of Biol. Chemistry.

Foster Book Co., 410 Washington Av., St. Louis Federal Constitution of the United States. John Marshall.

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Fowler Bros., 414 W. 6th St., Los Angeles, Calif. Aristotle. A. E. Taylor.

Gammel's, Inc., 1004 Congress Ave., Austin, Tex. Grove's Genealogy. Allston-Allston Branch. Cactaceae. N. L. Brittin and Rose. 4 vols. Anything on Texas or about Texans. Southwestern Reports. Any vol. past vol. 190.

Gardenside Bookshop, 244 Boylston St., Boston The Silver Horn. Gordon Grand. Hans Andersen's Fairy Tales. Illus. by Neilsen or Dulac.

The Gateway, 30 E. 60th St., New York Inge, Dean. Christian Mysticism. James. Varieties of Religious Experience. Kropetkin. Memoirs of a Revolutionist. Ruysbroeck. Adornment of Spiritual Marriage.

Ernest R. Gee, 35 E. 49th St., New York Upland Game Birds. Amer. Sportsman's Library. American Farmer. 3 vols. 1829, 1825 & 1830. Bruce Lowe. Breeding Horses by Figure System. Somerville & Ross Novels. 7 vols. Derrydale. Von Oettingen. Horse Breeding in Theory and Practice.

Grand. Col. Weatherford and His Friends. Anything on English Lustre Ware.

Gelber, Lilienthal, 336 Sutter St., San Francisco Canfield. City of Six.

American Poetry, A Miscellany. Ed. Untermeyer. 1927. van. Origin of Humor. Mr. Chip

Sullivan. Origin of Humor. Hilton. Good-bye, Mr. Chips. 1st ed. Hilton. Good-bye, M. Benét. Fairy Bread.

San Francisco, A Pageant. 1st ed.

Marshall Saunders. Boy the Wandering Dog. Illustrated ed.

Royce. California. Cajori. History of the Logarithmic Slide Rule. Marshall. Readings in Inv. Society.

Gimbel Bros., Book Dept., Philadelphia, Pa. The Firemen's Record. Firemen's Pension Fund of Philadelphia. J. Albert Cassedy. 1891.

Goodspeed's Book Shop, 7 Ashburton Pl., Boston Dale. Ashley Smith Explorations. 1918.

Green. Benjamin Thompson. Boston. 1895. Hanna. Wilderness Road.
Hening. Statutes of Virginia. Vols. 1-13.
Hitchcock. Nancy Hanks. 1900.
Album of Iona & Montcalm Cos., Mich. 1891. Lawson. History of Union, Conn. Jarves. Reminiscences of Glass Making. Lewis. Aboriginal Portfolio. 1835-6.
Travels of Lewis & Clarke. Phila. 1809.
Hist. of Livingston Co., Mich. 1880.
Lower Norfolk County Antiquary. Vols. 1-5. Mayo. John Wentworth. Peirce. Hist. of Harvard. 1833. Mason. History of the Pequot War. Porter. The Fall River Tragedy.
Hist. of Ottawa County, Mich. 2 vols. 1892-3.
Root & Connolly. Overland Stage to Calif.
Album of Sanilac County, Mich. 1880.
Smith. The American War. 1797. (Want p. 129-130.) Calendar of Virginia State Papers. Vols. 1-11. Virginia Hist. Register. Vols. 1-10. 1848-53.

Inscription on the Rosetta Stone. Genealogies: Bridgman. 1894; Colver. 1910; Cushman. 1855; Dudley. 2 vols. 1886-94; Gardner. 1858; Hanks. 1910; Kirkpatrick. 1912; Painter. 1869; Reed. 1861; Roberdeau. 1876; Rush. 1925; Wilder. 1878.

Report of Committee . .

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J. S. W. Harmanson, 333 Royal St., New Orleans Verstilles. Southern Cookery. 1867. Norris. A Man's Woman.

Benj. Harris, 77 Fourth Ave., New York Rietstrap. General Armour.

H. E. Harris & Co., 108 Mass. Ave., Boston, Mass. Kromann. Unserer Natur Erkennen. Michel, Robert. Socialism and Fascism. In German.

Harrison Co., 151 Spring St., N.W., Atlanta, Ga. Standard Legal Directory for 1923 to 1928.

Harry Hartman, 1313 Fifth Ave., Seattle, Wash. Revelation. Birabeau.

Harvard Book Store, 19 Boylston, Cambridge, Mass. Scotch-Irish in America. Ford. Story of Pitcairn Islands. Young. Story of Pitcairn Islands. Young. History Pitcairn Islands. Brodie.

Harvard Cooperative Soc., Cambridge, Mass. Janitor's Boy and Other Poems. Nathalia Crane. Tales of the Pampas. D. H. Hudson.
Elasmobranch Fishes. J. F. Daniel.
The Student's Life. William Osler.
Survey of Symbolic Logic. C. I. Lewis.
Constitutional History of England. Stubbs. Vol. 3.
Political Parties. R. Michels.

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#### Books Wanted-Continued

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1847. Soldiers Armour of Strength. 1863. Poht Dinsmore. 1828. Incidental Poems. Robt. Dinsmore. 1828. New England Magazine. Nov., 1831 and Feb., 1832. In wrappers.

Spanish American War Songs. Detroit. 1898. Laurence Sterne. Works. Phila. 1774. Odd vols. All American magazines pub. before 1850 in wrps.

B. Herder Book Co., 15 S. B'dway, St. Louis, Mo. Challoner. Considerations upon Christian Truths Challoner. and Christian Duties.

Walter M. Hill, 25 E. Washington St., Chicago, III. American and European Menus before 1860. Philadelphia Cries. New York Cries.
A. France. Works. Lane. 1913. Dark red cl. Roberts. Five Russian Plays.

War Memories of Marie Princess de Croy Thomson illus. Old Christmas; Bracebridge Hall.

1st Eng. eds. Laird. Why We Don't Like People. Wescott. The Grandmothers. Inman. Ancient Faiths Embodied in Ancient Names. Hist. of Organization . . . Military & Naval Forces of Canada . . . 1763 to present.

Hochschild, Kohn & Co., Book Dept., Baltimore Locke. Perella.

Holliday Bookshop, 49 E. 49th St., New York Pope's Poems. Aldine ed. 3 vols. Green Lawton, Mary. Rosa Lewis, Queen of Cooks. Green cloth. Lawton, Mary. Rosa Lewis, Queen of Porter, C. S. Milk Diet as a Remedy. Matthews, M. H. Dame Prism. Berguer, Georges. Some Aspects of the Life of

Jesus. Mansel, H. L. Gnostic Heresies of the 1st and 2nd Centuries.

Bevan. Texts and Studies. Vol. 3. 1897. Epiphanius. Works. Complete or in part. In Eng. Bardisanes. Song of the Soul.

Holmes Book Co., 814 W. 6th St., Los Angeles, Cal.
History of California. Hittell. Vol. 3.
Genealogy of Duke-Shephard-Van Meter-DuBois
Family;
Family;
Family Family.

Dora Hood's Book Room, 720 Spadina Ave.,
Toronto 4, Canada Douglas, G. Lands Forlorn.

Hoosier Bookshop, 2242 Park Ave., Indianapolis Indiana county histories, maps, views, etc. Indiana Mag. of Hist. Vols. 1-9, all or part.

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1st eds., books or pamphlets by or about: Daniel Drake; Sir Wm. Osler; Robert Owen; C. Ra-finesque; Thos. Say. Also MSS., letters, portraits.

Free Enquirer; New Harmony Gazette; The Disseminator. All or odd vols.

Hamilton County, Ind. Histories of. Riley, J. W. MSS.; Letters. Bird. Nick of the Woods. 1st. Fine.

Joseph Horne Co., Book Dept., Pittsburgh, Pa. Under the Maltese Cross. Millay. Selected Poems for Young Children. Ltd. ed. African Farm. 1st. Schreiner. Walsh. Fall of the Russian Empire. Walsh. Fall of the Russian Empire.
Dryden, trans. Aeneid. Poetical.
White, S. E. Back of Beyond.
Willoughby. Through the Needle's Eye.
Aug. 1918 issue of The Little Review.
Carroll. Old at 40, Young at 60.
Emerson. Book of Little Essays. 1st email Mahan. Vienna Yesterday and Today.
Newman. History of Music.
Schweitzer. Bach. 2 vols.
Stewart. Valley Waters.
Tupper. The House of Fine Swords. 1st ed. The House of Fine Swords.

Wright Howes, 1144 S. Michigan Ave., Chicago Americana Ency. 1930 Census. Byron. Byzantine Achievement. Knopf. Castellani, et al. Manual of Tropical Medicines. Castellani, et al. Manual of Tropical Medicines. Catlin. Science and Method of Politics. Knopf. Cheney. Open Air Theatre.
Fate of Republics. Pub. about 1880.
Hussey. The Picturesque, Putnam.
Hunt. Jno. C. Calhoun. 1908.
Knowlton. Birds of the World.
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1st ed. Strange, Michael. (Misc. Poems.)

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Saint Nicholas Magazine. From Nov., 1897, to

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and The American Sunday School Union. 1817-1917. Phila. 1917. The Religious History of New England. (King's Chapel Lectures.)

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concillii, etc. Vol. 2. Dublini. Sumptibus
M. H. Gill et Filiorum. 1911.

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 David Thompson's Narrative of His Explorations in Western America. Champlain Society. Toronto. 1916.

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George Simpson. Narrative of the World. London. 1847.

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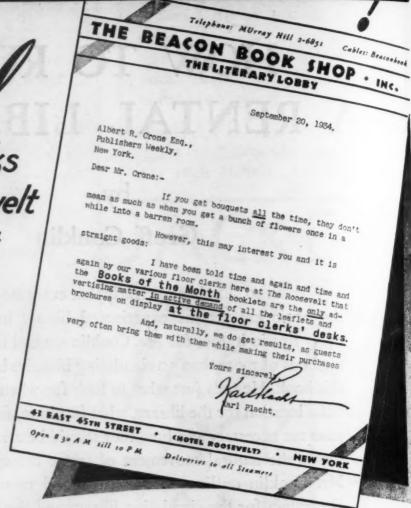
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